

FareShare

Job Description - Communications and Public Affairs Manager

Reporting to:	Head of Marketing and Communications
Location:	Remote under current circumstances, otherwise flexible
Contract:	9 months - Maternity Cover
Hours:	30 hrs per week (flexible working arrangement possible)
Salary:	£40,000/annum pro rata to £32,000

About FareShare

FareShare is the UK's national network of charitable food redistributors, made up of 17 independent organisations. Together, we take good quality surplus food from right across the food industry and get it to almost 11,000 frontline charities and community groups. We support 10,962 local charities and community groups. Over the past year 24,074 tonnes of food were redistributed by FareShare Regional Centres and FareShare Go nationwide, our charity network serves 933,578 people every week.

Hunger is a growing issue in the UK and while there is surplus food that is otherwise going to waste, we believe that this food should be used to feed people first.

FareShare's Strategy & Vision

Vision: We have the vision of a UK where “No good food goes to waste”.

Mission: To use surplus, fit for consumption, food to feed those who are vulnerable in the UK by supporting front line charitable organisations that tackle the cause and not just the symptoms of food poverty.

Our Purpose: We are doers. We are a community. We change lives.

Our Values: **Passion** - for our cause and the challenge that lies ahead

Ambition - to go the extra mile and drive the change that must happen

Respect - for ourselves, each other, our volunteers, our partners and our beneficiaries

Collaboration - it's only by working with others that we can be stronger

Focus - on providing the best service possible so that we deliver and achieve the most for our clients/customers.

The role

The role is part of a highly successful and influential marketing and communications team that oversees and delivers on a wide range of marketing, communications and PR activities, including promoting awareness of FareShare's work, protecting fareShare's brand, and delivering effective support to teams across FareShare and a network of 22 Regional Centres.

Having been mainly an organisation which focused upon its Business to Business relationships within the food industry, FareShare is now expanding its communications strategy to promote its operations and impact to consumer and government audiences, to increase its visibility as well as to reach new audiences for volunteering and fundraising.

As a result, there are new projects, new approaches and new systems being developed to enable FareShare's growth and increase our impact.

This role is vital in strengthening FareShare's ability to promote its work to all of our audiences but in particular the news media (national and trade), and government.

The successful candidate will help us depend the understanding of what FareShare do through appropriate channels with MPs, Mayors, journalists and consumers. S/he will need to develop engaging stories and evidence based letters/emails/factoids that demonstrate the impact of FareShare's work.

We want to grow greater awareness of how we manage surplus food as an environmentally friendly solution for the food industry, and fight hunger amongst vulnerable communities, to the audiences we need to influence to get the change we desire - to let no good food go to waste.

S/he will be working as part of a great team of 11 professionals, and will be directly supported by, and provide support to, two PR officers.

We are looking for a proactive, enthusiastic individual who cares about hunger and food waste in the UK enough to want to spend their professional time doing something about it. Ideally s/he will come with experience or knowledge of effective communications in the food/voluntary sector or agency-side, but most importantly they will have a track record of effective campaign delivery through a range of communications. S/he will need to demonstrate a can-do attitude and combine that with an effective demonstration of the experience and skills outlined below. This is a

great opportunity for someone to make a real difference in an area of significant relevance and interest.

Main areas of responsibility

1. To support the Head of Marcomms and CEO to engage with government and media

- Work directly with media, journalists and MPs to deliver opportunities to communicate FareShare's story of great environmental, social and economic impact
- Develop and maintain a range of stories, press releases, and factoids that effectively raises awareness, interest in and trust towards FareShare and demonstrates impact
- Implement a comms plan in line with the marcomms and PR strategy
- Continue outreach to MPs/journalists and management of MP/journalist visits to FareShare warehouses, charities and food partners.

2. To promote FareShare's work and evidence of impact

- Seek out and create content demonstrating evidence of FareShare's work and impact (e.g. case studies, stats, research) research, current data) that will engage the media, journalists and MPs
- Identify and share interesting stories internally with team

3. Copywriting, proof reading and editing

- Support the marcomms team with a copywriting/proofing/editing function that helps to sharpen up base copy provided into sparkling stories that really resonate with audiences

Competencies and behaviours

- Demonstrable experience working in/with food industry or voluntary sector in a PR/Coms management role
 - Demonstrable experience of using Comms, PR and public affairs to raise the profile of an organisation or a national programme
 - Demonstrable experience of working with journalists and MPs
 - Experience of working within communications or marketing with project planning, story/creative development, delivery, monitoring and evaluation
 - Professional use of social media and press campaigns
 - Experience of working with, and managing, third party/external agencies
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- Excellent written skills including copywriting and proof reading, along with a similar level of verbal communications skills
 - Marketing and/or communications/PR experience for an national organisation with national reach
 - A self-starter with proven ability to work on own initiative, meet objectives and tight deadlines under pressure
 - Knowledge of the not for profit sector and ideally the charitable/sustainability sector (desirable but not essential)
 - Able to demonstrate attention to detail whilst also having a flexible approach and an ability to work in a team
 - Good working knowledge of Microsoft Office and media monitoring systems

Application process

If you would like to apply for this role please send a copy of your CV and a supporting statement showing how you meet the essential experience outlined in the person specification to recruitment@fareshare.org.uk

CVs without supporting statement will not be considered.

Closing date for receipt of applications is 2nd Oct
Interview will take place week commencing 5 Oct