



Job Description

Marketing & Communications Co-ordinator

Reporting to:	Manager
Responsible for:	Marketing and Communications Placement, Marketing and Communications Volunteers
Hours:	Full time (37.5 hours)
Terms:	25 days holiday plus bank holidays
Salary:	£22,000-£25,0000

FareShare Cymru

FareShare Cymru is an independent charity and part of the national FareShare U.K. network of surplus food redistribution charities.

We fight food poverty by tackling food waste. We source quality surplus food - from food retailers, manufacturers, and suppliers - engaging volunteers to redistribute to local charities and community groups that provide meals to vulnerable people (individuals who are homeless, unemployed, socially isolated, recovering from addictions). Our food is a vital lifeline for children and families, people on low incomes, people who have lost their jobs, the homeless, refugees, domestic abuse survivors, the elderly and keyworkers.

This is an exciting opportunity to be instrumental in setting the next phase of our development. This post is a new role in response to this year's rapid growth of the charity's operations and we anticipate exciting new opportunities for further growth in the future.

Circumstances

Job based in Cardiff. It is likely that this post will start by working at home in the current circumstances. The role may require the post holder to travel throughout Wales and attend events out of hours.

Main purpose of the role

To raise our profile and strengthen our brand amongst the general public, the food industry, our charity members, the media and other stakeholders.

We are looking for an energetic, enthusiastic individual who feels passionate about food poverty and food waste in Wales.

This role is vital in strengthening FareShare's Cymru's ability to promote its work and the issues of food waste and food poverty.

We are at an exciting time in our development as an organisation, as we move towards being a Wales-wide organisation.

Your key focus will be to:

- Develop a Wales-wide identity for FareShare Cymru
- Gather and provide content and evidence of FareShare's work and impact (e.g. case studies, research)
- Develop and maintain marketing collateral to promote this and in the process maintain and ensure brand consistency
- Communicate and promote FareShare Cymru through various communications channels (social media, events, website, newsletters)

This post requires someone with drive, initiative, a 'just do it' attitude and who is not afraid to learn on the job through giving it a go! By demonstrating this attitude and combining it with the experience level required below this is a great opportunity to make a real difference in an area of great relevance in the current economic climate.

Responsibilities

- Develop and implement the marketing and communications strategy and activity plan and production schedule to better promote FareShare Cymru to all our stakeholders across all communications channels
- Develop briefs for marketing materials and social media content, write copy and liaise with designers to publish
- Write press releases
- Create and implement campaigns and materials to support internal communications
- Provide content by identifying stories from across Wales and develop cases studies to be used:
 - for media, social media and PR/marketing purposes
 - by the various teams at FareShare Cymru to pitch and promote FareShare Cymru and to nurture current partnerships
 - Feedback and reporting to funders and supporters
- Review, develop and maintain a bank of marketing resources, such as photos, case studies library and promotional videos and graphics that effectively promotes awareness and demonstrates impact for key partners and stakeholders
- Maintain a contact strategy for external stakeholders, including regular newsletters
- Work with lead officers to deliver effective communications and marketing requirements for the various functions within FareShare Cymru including community food membership, fundraising, operations, volunteering and food sourcing.
- Manage FareShare Cymru's website including content and all online presence including social media
- Research activities/surveys, including research with our charity members
- Support the delivery of events as diverse as celebration events, public facing events, membership recruitment, food suppliers events, volunteering open days
- Act as a brand champion by monitoring use of logo, messages, language, iconography and other visual elements
- Act as first point of contact for FareShare Cymru, including responding to email enquiries and redirect web enquiries to relevant people.
- Lead on GDPR compliance
- Work on joint communications campaigns with partners
- Work with FareShare UK as needed
- Support award applications and identify where we may be able to apply
- Provide line management for any Marketing and Communications Placements and volunteers.
- Develop and manage other appropriate activities as defined by your line manager.

Person specification

Experience:

- Demonstrable experience of working in marketing/communications to raise the profile of an organisation or an issue ideally in FMCG or charity
- Demonstrable and proven track record of developing materials and resources to support campaigns
- Demonstrable experience of supporting internal teams in the delivery of team and organisational objectives
- Line management experience

Skills, knowledge and abilities:

- Excellent copy-writing and proofreading skills and experience in writing engaging multi-channel content
- Good working knowledge of Microsoft Office and experience in graphic design
- Excellent written and verbal communication skills
- Proven ability to develop and maintain good working relations, both within an organisation and with stakeholders
- A self starter with proven ability to work on own initiative, meet objectives and tight deadlines under pressure
- Accuracy, meticulous attention to detail and excellent proof reading skills
- Knowledge of Wordpress, Mailchimp, Survey Monkey, salesforce and/or other CRM systems is desirable.
- Welsh language skills would be an advantage.

Values and behaviours

- A commitment to Equal Opportunities
- An understanding of, and sympathy with, FareShare Cymru's mission and strategy
- Flexibility of approach and ability to work in a team
- Willingness and ability to travel around Wales and possibly UK on an occasional basis.