**FareShare**

**Job Description – Senior Press and PR Officer**

**Reporting to:** Comms and Public Affairs Manager

**Location:** Remote under current circumstances, otherwise London

**Contract:** Permanent, Full time

**Hours:** 37.5 hrs per week (flexible working arrangement possible)

**Salary:** £30-33,000/annum

**About FareShare**

FareShare is the UK’s national network of charitable food redistributors, made up of 18 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. Over the past year 40,000 tonnes of food were redistributed by FareShare Regional Centres and FareShare Go nationwide, our charity network serves over 2 million meals 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 has transformed awareness of and trust towards FareShare, by executing a wide range of marketing, communications and PR activities, including campaigning, promoting awareness of FareShare’s impacts, protecting FareShare’s brand, and delivering effective marcomms support to teams across FareShare and its network of 25 Regional Centres.

It is funded by a major retailer and as such has a specific responsibility to support the impact reporting needs of that food partner to enable their own impact to be communicated, alongside the wider FareShare communication needs below.  
  
The response by the FareShare network to COVID-19 has been comprehensive and important to the vulnerable communities across the UK. We have maintained a full operation throughout the pandemic and as a result redistributed food equivalent to over 120 million meals so far this financial year (April ’20-March ’21), more than double the amount in the previous year.

The FareShare brand is much better known now than it was even just a year ago. As a result of our work with Marcus Rashford to highlight the issue of ‘holiday hunger’ children who would normally rely on a free school meal going hungry during the holidays – we have seen a 10 fold increase in our news coverage each month. Our website has seen an equivalent increase in the number of visits, and donations kindly received from individuals who want to help us help others has surged.

This relationship and the successful communication of the impacts of it is down to the work of the FareShare Marketing and Communications team, and the Senior Press and PR officer role has a fundamental role to play in that success.

This role is vital in FareShare’s ability to respond quickly to regional, trade and national news media requests for comment, quotes, statistics and case studies. The person in this role will monitor the press inbox and hold the press phone in order to field enquiries swiftly and accurately, with the support of the wider Comms team. It will help maintain the relationship with the Marcus Rashford team and bring the stories of his support to FareShare to life.

The successful candidate will help deepen the understanding of what FareShare do through appropriate channels with journalists and consumers. They will need to get to know the Regional Centres and the charities and community groups that they support to develop engaging stories that demonstrate the impact of FareShare’s work.

We want to grow greater awareness of how we manage surplus food as the most 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. With COP 26 hosted by the UK later this year the will be a great deal of focus on the environment and the UK’s commitment to tackle the Sustainable Development Goals.

The successful candidate will be working as part of a great and very supportive team of 11 professionals, and will be directly supported by their line Manager and the Head of the Marcomms department.  
  
We are looking for a highly proactive, enthusiastic individual who cares about hunger and reducing food waste in the UK enough to want to spend their professional time doing something about it.

Ideally they 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 media engagement, an eye for a story and great judgement on when and when not to provide a comment.

They will need to demonstrate a strong work ethic, an ability to swiftly draft quotes and comment for approval, and combine that with the experience and skills outlined below.

This is a great opportunity for someone to make a real difference in two areas, food waste and hunger co-existing - of significant relevance and growing interest to the media, British public, the food industry and government.

**Main areas of responsibility**

1. **To manage the FareShare press office**

* Work directly with media, journalists and the FareShare network of Regional Centres to communicate FareShare’s story of great environmental, social and economic impact
* Develop and maintain a range of stories, press releases, case studies and case study contacts that effectively raises awareness, interest in and trust towards FareShare and demonstrates impact
* Input into and deliver a comms activity plan in line with the marcomms and PR strategy
* Manage inbound (this role manages the FareShare press office) and outbound contact with journalists and management of journalist visits to FareShare warehouses, charities and food partners.

1. **To promote FareShare’s work and evidence of impact, especially with the funder of the role**

* 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 and the food partner funder of the role

1. **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 a food industry, voluntary sector PR/Comms or relevant PR agency role
* Demonstrable experience of using Comms, PR and public affairs to raise the profile of an organisation or a national programme
* Demonstrable experience of managing a busy press office
* Experience of working within communications or marketing with project planning, story/creative development, delivery, monitoring and evaluation
* Professional use of media tracking tools – we currently use Vuelio to monitor press coverage
* Experience of working with, and managing, third party/external agencies
* Excellent written skills including copywriting and proof reading, along with a similar level of verbal communications skills
* A self-starter with proven ability to work on own initiative, meet objectives and tight deadlines under pressure
* 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

**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](mailto:recruitment@fareshare.org.uk)

CVs without supporting statement will not be considered.

Closing date for receipt of applications is 23rd April 2021   
Interview details to be confirmed