

## FareShare

### Job Description - Marketing Manager

<b>Reporting to:</b>	Head of Marketing and Communications
<b>Location:</b>	London, Deptford
<b>Contract:</b>	Permanent
<b>Hours:</b>	Full time 35 hours
<b>Salary:</b>	£40,000 per 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. During 2020, we redistributed 113 million meals through our FareShare Regional Centres and our retail surplus model FareShare Go, reaching over 1 million people.

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.

The COVID19 pandemic has shone a spotlight on the issue of food insecurity in the UK and with it, FareShare's ability to get food to vulnerable communities nationwide. We are fortunate to benefit from the support of major retailers, the media, sports ambassadors and a groundswell of public engagement. As a result, there has never been a more exciting time to join an organisation at the heart of public consciousness.

### 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 multi award-winning marketing and communications team that oversees and delivers on a wide range of marketing, communications and PR activities, including developing, promoting and protecting the FareShare brand, communicating our impact and delivering effective support to teams across FareShare and a network of 25 Regional Centres. Having been mainly an organisation which focused upon its Business to Business relationships within the food industry, FareShare has broadened its communications strategy to promote its operations and impact to consumer and other corporate audiences, to build a stronger brand and stimulate stronger interest from government, the food industry, potential volunteers and funders. This has been highly a successful strategy and we now benefit from a much higher public profile and trust, supported by our emergency food response to the pandemic and from our yearlong partnership with Marcus Rashford.

As a result, there are new projects, new systems and investment plans being developed to continue to strengthen FareShare's influence and impact growth.

## Main areas of responsibility

This role is vital in strengthening FareShare's ability to promote its work. The successful candidate will make an active contribution to the challenge of delivering our new 3-year strategy by supporting the FareShare network, as well as line managing. They will need to develop engaging content that demonstrates the impact of FareShare's work and create stronger awareness of how we address food waste and food poverty to prospective and current supporters.

We are looking for an energetic, enthusiastic individual who feels passionate about tackling food poverty and unnecessary food waste in the UK. They will have a track record of effective marketing across social media, targeted advertising. They 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.

## Key Responsibilities

**1. To support FareShare's front line teams in engaging with existing & prospective clients**

- Work directly on key accounts collaborating with a team of commercial managers and members of the Leadership Team to deliver marketing campaigns that work.
- Develop and maintain a range of collateral that effectively promotes awareness and demonstrates impact for key partners
- Delivery of a marketing plan to support the three-year strategy
- Identify relevant communication channels that support the team's new business development
- Develop engaging web content and maintain a range of industry case studies
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration.

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

- Provide content and evidence of FareShare's work and impact (e.g. case studies, research, current data) that will engage with the food industry
- Identify and share stories of best practice within the food industry
- Develop a programme of comms and assets across different media, such as video, digital platforms etc.
- Maintain a contact strategy for external stakeholders relevant to the food team
- Work with stakeholders, clients and colleagues to identify opportunities to secure news coverage of food partners.

**3. To develop an active presence and visibility for FareShare within the Food Industry**

- Assist the HoM and Food team colleagues on research activities / surveys, including research into client insight about food redistribution and surplus management
- Develop a presence at key Trade Shows, for both speaking and exhibiting activities, where relevant
- Support the Food Team's relationships with Industry bodies such as the Food & Drink Federation, the National Farmers' Union, and the Fresh Produce Consortium amongst others, by providing content, news, blogs etc.

**4. General Marketing**

- Develop briefs for marketing materials, write copy and liaise with designers to publish
- Maintain a pipeline of award applications and write and submit entries
- Support the development of the FareShare website's Food industry and contribute to social media content

## Person specification

As an employer committed to Equal Opportunities, we will assess applications in line with these criteria that we consider either as being essential or desirable in this role.

### Essential

- Demonstrable experience of using marketing to raise the profile of an organisation or a national programme
- At least 5 years marketing experience
- Bachelors' degree in marketing, business or related field
- Demonstrable experience of working with corporate partners
- Experience of working within communications or marketing with project planning, story/creative development, delivery, monitoring and evaluation
- Professional use of social media advertising and SEO and email marketing campaigns
- Experience of coordinating marcomms processes across a team for a national brand or business
- Experience of working with, and managing, third party/external agencies
- Relationship development with multiple stakeholders in different locations across the country

### Skills, knowledge and abilities

- Excellent written skills including copywriting and proof reading, along with a similar level of verbal communications skills
- Marketing and/or communications/PR experience for a national organisation with national reach
- 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
- Knowledge of CRM systems and content databases for case study management
- Good working knowledge of Microsoft Office and ideally ActiveCampaign

### Desirable

- Knowledge of the not for profit sector and ideally the food or sustainability sector

### Values and behaviours

- A commitment to Equal Opportunities
- An appreciation of FareShare's mission and strategy
- Flexibility of approach and ability to work in a team
- Proven ability to develop and maintain good working relations, with both internal and external audiences

For any further questions on this please email [recruitment@fareshare.org.uk](mailto:recruitment@fareshare.org.uk)

## 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)

Closing date for receipt of applications is 27<sup>th</sup> August 2021

Interview will take place week commencing 6<sup>th</sup> September 2021