

FareShare

Job Description - Marketing & Engagement Officer

Reporting to:	Marketing Manager
Location:	Deptford, London
Contract:	Permanent
Hours:	35 Hours Full Time
Salary:	£28,000 – £30,000

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

FareShare aims to be an equal opportunity employer



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

Job based in London. The role may require the post holder to travel occasionally throughout the UK and attend events out of hours.

FareShare has an experienced Marcomms department working 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 the UK.

This role is vital in strengthening FareShare's ability to promote its work and the issues of food waste and food poverty. Your key focus will be to:

- Continue the social media advertising campaigns we run to great effect particularly on Facebook, Instagram and LinkedIn.
- 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 through various communications channels (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.

Main areas of responsibility

1. With the Marketing Manager, develop and implement the marketing and communications activity plan and production schedule to better promote FareShare to all our stakeholders across all communications channels
2. Develop briefs for marketing materials and social media content, write copy and liaise with designers to publish
3. Create and implement campaigns and materials to support internal communications
4. Provide content by identifying stories across the FareShare network and develop cases studies to be used:
 - for media, social media and PR/marketing purposes.
 - by the various teams at FareShare National to pitch and promote FareShare and to nurture current partnerships

5. Review, develop and maintain a bank of marketing resources, such as photos, case studies library and promotional videos and graphics
6. Maintain a contact strategy for external stakeholders, including regular newsletters
7. Deliver an effective support service to meet the communications and marketing requirements of the Fundraising and Operations Team, as well as the FareShare Regional Centres
8. Manage FareShare's Google Grant and AdWords account to drive traffic to the FareShare website and support targeted campaigns on social media
9. Assist the Marketing Manager on research activities/surveys, including research with our charity members
10. Support the delivery of events as diverse as network conferences or public facing events
11. Act as a brand champion by monitoring use of logo, messages, language, iconography and other visual elements
12. Act as first point of contact for FareShare, including responding to email enquiries and redirect web enquiries to relevant people.
13. Develop and manage other appropriate activities as defined by your line manager.

Person Specification

Essential Criteria

- 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

Skills, knowledge and abilities:

- Social media advertising campaign set up and management
- 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.

Values and behaviours

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

Application Process

For any further questions on this please email recruitment@fareshare.org.uk

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

Closing date for receipt of applications is Wednesday 8th October 2021
Interview will take place week commencing 11th October 2021