

FareShare

Job Description - Trade Marketing Manager

Reporting to:	Senior Business Development Manager
Location:	Flexible with regular UK travel to FareShare London Office
Contract:	Permanent
Hours:	35 Hours, Full Time
Salary:	£35,000 - £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

This role is vital in strengthening FareShare's ability to promote its work to the food industry and support key relationships. The successful candidate will make an active contribution to the challenge of securing increasing volumes of food to support the FareShare network.

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 food partners.

We are looking for an energetic, enthusiastic individual who feels passionate about FareShare's mission of turning the environmental problem of surplus food into social good by ensuring that no good food goes to waste. You will have experience in B2B Marketing or Trade Marketing roles in the food industry and understand how to develop sector appropriate effective marketing and communications strategies. You will have a track record of effective marketing communications executed through a range of channels incl digital, web and social.

You 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 using their Food Industry knowledge and trade media relationships.

Main areas of responsibility

To support the Food Team in engaging with existing & prospective clients

- Work directly on key food partner accounts collaborating with other members of the food team
- Develop and maintain a range of collateral that effectively promotes awareness and demonstrates impact for key partners
- Delivery of a comms plan to support category targeting
- Identify relevant communication channels that support the team's new business development
- Develop engaging web content and maintain a range of industry case studies
- Identify and share industry insight and market research to inform the work of the team and support the continuous knowledge development of the team and wider FareShare organisation

To promote FareShare's work and evidence of impact

- Liaise with colleagues across the organisation to 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
- Working with colleagues in the MarComms team develop a programme of comms and assets across different media, such as video, digital platforms etc
- Ensure that MarComms support is appropriately balanced and prioritised between partners, consistent with the different levels of activity we have with our partners
- Work with the Press and PR Manager to identify opportunities to secure news coverage of food partners.

- Work with the Food Services Manager to support effective data reporting to our partners

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

- Assist the Director of Food 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

General Marketing

- Develop briefs for marketing materials, write copy and liaise with MarComms team designers to publish
- Support the identification, development and submission of award applications appropriate to the food team
- Support the development of the FareShare website's food industry content 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 Criteria

- Demonstrable experience of working in a marketing capacity within the food industry
- Demonstrable experience of using marketing and PR to raise the profile of an organisation or a national programme within the food industry
- Marketing and/or communications/PR experience for a national organisation with national reach
- Demonstrable experience of working on key corporate accounts/brands within the food industry
- 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 cross functional team working

Experience- Desirable

- Good understanding of food industry structure, current pressures and priorities and appreciation of the food industry's CSR strategies relevant to FareShare's work
- Experience of coordinating MarComms processes across a team for a national food brand
- Experience of B2B marketing
- CIM qualification, certificate level or above
- 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

- Ability to think critically and creatively
- Ability to develop and maintain effective working relationships at a range of levels and across multiple functions with a variety of internal and external stakeholders.
- 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 ability to prioritise effectively
- Strong time management skills to ensure effective allocation of FareShare resources to cope with competing demands and to prioritise tasks appropriately
- 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

Competencies 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

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

Closing date for receipt of applications is 3rd November 2021
Interview will take place week commencing TBC