

# HEAD OF POLICY AND ADVOCACY

**Closing Date: 28th November 2022**



**The Food  
Foundation**

# WELCOME

I really hope once you've taken a look inside you will decide you'd like to join us.

This new role will play a really significant part in the leadership of The Food Foundation, working closely with the Executive Director and as a core member of the senior management team.

We are a talented team of 18 people with a mix of communications skills, deep policy knowledge, broad business networks, campaign experience, nutrition and environmental expertise and most importantly a passion to make it easier for everyone to eat well. We pride ourselves on being nimble and adaptable to the changing context in which we're operating. This year we're being hit with the cost-of-living crisis which is having devastating impacts on so many people in Britain and we've had to quickly adapt to ensure that we are tracking what is happening with food prices so we know who is worst affected and where government action should be focused.

Back in 2015, The Food Foundation was born and I was the charity's first employee. From small beginnings, we've always had a big ambition: to make it easier for everyone in Britain to eat well, regardless of their circumstances. And we go about this by starting with evidence and then using it to convince policy makers, business leaders and investors to take action.

At the heart of what we do is changing the environments in which we are all making decisions about what to eat, so that those environments make healthy and sustainable choices more affordable, accessible and appealing. Re-balancing the food system so that it is not so dominated by junk food and meat and dairy is challenging because you're fighting against some big commercial incentives, but in our first seven years we've influenced some important commitments by both policy makers and businesses. Progress always feels too slow, but change is definitely happening.

I feel strongly that charities with aligned missions should not compete with one another, and so we try and reflect that approach in our extensive network of partnerships with civil society organisations and academics. If you join us you will quickly develop an extensive network.

If you want to be part of a team making change happen, here and now, then please consider applying. We would love to hear from you.

**ANNA TAYLOR**

Executive Director



**The Food  
Foundation**





## ABOUT US

We believe everyone in the UK deserves access to an affordable healthy diet. We have various projects to reach different groups to improve children's diets, increase vegetable consumption, influence food policy and inspire change in food and retail businesses & how investment works. We are a small charity that has grown thanks to our success in responding to government announcements, quickly gathering interest and advocating in dynamic ways to create change in the food system.

- Our small enthusiastic and dedicated team makes us agile
- Our search for evidence-based solutions makes us impactful
- Our skills in shaping powerful coalitions and harnessing citizens' voices makes us collaborative.
- Our drive to identify new opportunities for action, and test new levers for change makes us innovative.

## OUR VISION

We believe in a sustainable food system which delivers health and wellbeing for all.

## LOCATION

Most of our staff work hybrid and some work remotely. We have an office in the heart of vibrant Brixton. We share our office space with many other small charities, with communal lunches. There are resident dogs and social events for staff in London.







## OUR STAKEHOLDERS



## OUR BENEFITS

- 25 days holiday per year, plus bank holidays
- Pension with 5% employer contribution
- A flexible approach to working hours, patterns and location
- Access to training budget and personal development opportunities
- Cycle to work scheme
- Employee Assistance Program
- Free office breakfast



## OUR VALUES

- Collaborative
- Creative & innovative
- Trustworthy & credible
- Bold & impactful



# HEAD OF POLICY AND ADVOCACY

**Hours:** Full time (willing to consider part time hours)

**Salary:** £55,000 to £65,000 (pro rata and dependent on experience)

**Contract:** Permanent

**Working pattern:** Full time, hybrid (2 days per week in our office)

**Place of Work:** Our office is in London, Brixton

**Job requirements:** A clean DBS check, obtained through The Food Foundation, plus two references.

**Job Purpose:** The Head of Policy and Advocacy will be part of The Food Foundation's senior management team and will work with the Executive Director and Trustees to agree the strategic priorities for the Food Foundation's work to engage parliamentarians and policy makers at national, devolved and local levels. You will have an understanding of how food policy is made in different government departments and local authorities, and an understanding of the role of parliament and political parties in shaping policy priorities.

You will use this knowledge to ensure that The Food Foundation's work delivers the best possible impact in line with our charitable purpose. You will have a strong network both inside and outside of government and parliament and be able to identify where the Food Foundation should be working in partnership with others to achieve our goals, working in close coordination with our Senior Business and Investor Engagement Manager to define the complementary role of policy makers and business leaders in food system transformation.

You will oversee the delivery of our policy engagement work harnessing the very talented team of approximately 8 people who work on policy. You will deploy clear strategic thinking which is adaptable to the changing external environment and tactical approaches which seize opportunities for change. You will oversee the commissioning or internal delivery of research and evidence products which communicate powerfully to policy makers to inspire and inform action. You will ensure this research is robust and captures high-quality evidence including where relevant the lived experience of citizens as within your team will be staff who work with and convene our citizen ambassadors.



# HEAD OF POLICY AND ADVOCACY

You will work closely with our Head of Communications to ensure that our external communications support our policy engagement work in the most impactful ways through media engagement, events and campaigns.

You will carry out significant external representation of The Food Foundation's work, including with potential funders and will be required to deputise for the Executive Director on occasion.

**A week in the job will look like:** planning activities with staff on making a case for government investment in the national free school meals programme, meeting with a Select Committee chair to discuss The Food Foundation's evidence on levels of food insecurity, chairing a meeting with partners with whom we are working on advocacy for a Good Food Bill, reviewing our research plans on fiscal measures to reduce consumption of junk food, discussing our research plans on strategies to reduce meat consumption with our Expert Advisory Group.

**Your experience:** We are looking for an experienced manager with a track record in advocacy aimed at policy makers as well as strategic leadership on food systems or related issues (public health, climate change etc). You will be confident in navigating Whitehall and Westminster with a grounding in the political economy around food issues. You will bring a strong commitment to support and develop your team



# MAIN RESPONSIBILITIES

## Leadership

- Oversee all aspects of the charity's work on policy engagement and ensure it aligns with our strategic framework, trustee priorities and our charitable aims.
- Lead The Food Foundation's relationships with the UK government, and lead on monitoring and mitigating political risk.
- Lead a team of approximately 8 members of staff, ensuring that work is planned and delivered smoothly and allowing individual team members to develop their skills and be empowered in the delivery of their work.
- Play an active part in the small senior management team and contribute to strategy development on policy impact.

## Policy

- Play a guiding role in developing our policy positions, providing the thought leadership on the governance and leadership needed within the policy sphere for food systems transformation.
- Maintain (and share with other teams and our partners) an ongoing strategic overview of political trends.
- Keep abreast of complex and fast changing public and policy sphere for food systems transformation and monitor emerging trends in the UK to ensure The Food Foundation's policy positioning is responsive to the latest developments.
- Ensure that the Food Foundation's policy research is commissioned, delivered and quality assured so that it delivers maximum impact.

## Advocacy, Partnering and influencing

- Play a personal role in the Food Foundation's external advocacy and engagement with a range of senior civil servants, Ministers, parliamentarians, SpADs, local authority leaders and important policy influencers.
- Present the Food Foundation's evidence and policy asks to a range of external audiences including in the media.
- Lead the strategic decision making about our partnerships and collaborations with other organisations to delivery policy impact.
- Maintain relationships with senior leaders in partner organisations with whom we collaborate to expand our impact.

## Budget oversight

- Contribute to the organisational budget development and ensure that budgeted policy work is executed in line with forecasts.
- Develop and maintain relationships with key funders, oversee project reporting by managers and occasionally lead the development of new fundraising proposals.

This job description is intended as an outline indicator of general areas of activity only. The Food Foundation is a small charity and as such all staff are expected to vary their duties as necessary to meet the needs of the organisation.



# PERSON PROFILE

## Technical Skills

- Significant experience of executing integrated change strategies covering research, advocacy, policy rebuttal, public mobilisation, insight work and media planning.
- Demonstrable understanding of how the food system in the UK works and the policies needed to transform its impact on human and environmental health.
- Ability to think and plan strategically, with evidence of securing significant policy changes through the successful design and execution of advocacy strategies in the UK .
- A strong network across Whitehall and Westminster and a sound understanding of devolution and its impact on food policy.
- Experience of working effectively in a team, taking a positive approach to change and challenges, with the drive to ensure that work is delivered to a high standard and in a timely way.
- Demonstrable evidence of good practice in relation to equal opportunities and diversity.
- Budget development and oversight.

## Desirable Experience

- Holding a wide range of external contacts — covering special advisers, ministers, parliamentarians, senior civil servants and national media.

## Personal Skills

- You are open to giving and receiving challenging viewpoints; resilience and tenacity whilst recognising the need for self awareness and the impact of actions on others.
- Experience of line managing, mentoring and supporting teams. The ability to lead, motivate, retain, inspire and learn from a diverse team of professionals — pushing yourself and others to achieve great things and ensuring morale remains high.
- Excellent written and verbal communication skills, including presentation and negotiation skills
- High levels of professionalism, with the ability to influence at all levels across the organisation and externally.
- Passionate about bringing about change in the Food system.
- Proven ability to set clear direction, effectively prioritise a large and complex workload, and manage varied expectations and deadlines.
- You have a curiosity, interest and openness in learning from mistakes.
- You have a commitment to building equitable, diverse and inclusive workplace.



# HOW TO APPLY

**Deadline to apply: 9am Monday 28th November 2022.**

Please apply as soon as you can: we will interview candidates as appropriate applications are received.

Please apply to **office@foodfoundation.org.uk** with 'Head of Policy and Advocacy' with a cover letter and up to date CV (include contact details of two references in CV). Please use your cover letter to describe how you meet the person profile.

There is an opportunity to have an informal conversation with Anna Taylor (Executive Director) to gain better understanding of the organisation and role, please email [office@foodfoundation.org.uk](mailto:office@foodfoundation.org.uk) to arrange a call.



## The Recruitment Process

Our recruitment process aims to see candidates at their best. That's why we set out the process from the beginning. We will ask you to show your skills, not just talk about them—through examples of your work or an exercise.

There will be a time allocated task for the first hour, you do not need to prepare any documentation for the task. Following the task there will be a 45-minute interview. There will be second interview with a different panel.

The Food Foundation is committed to creating a diverse work environment, as we know a diverse workforce brings with it a diversity of ideas, thinking and different ways of working which enhances what we do. We recognise we have work to do to improve diversity and inclusion within our organisation. We welcome and encourage applicants from underrepresented backgrounds to apply.

We may not be able to respond to all applicants due to the high volume of applications.

## MEET OUR TEAM

