

SENIOR COMMUNICATIONS OFFICER



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 skill 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.

LOCATION

Most of our staff work hybrid and some work remotely, but some roles are full time office based. 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.





Improving children's diets



Increasing vegetable consumption



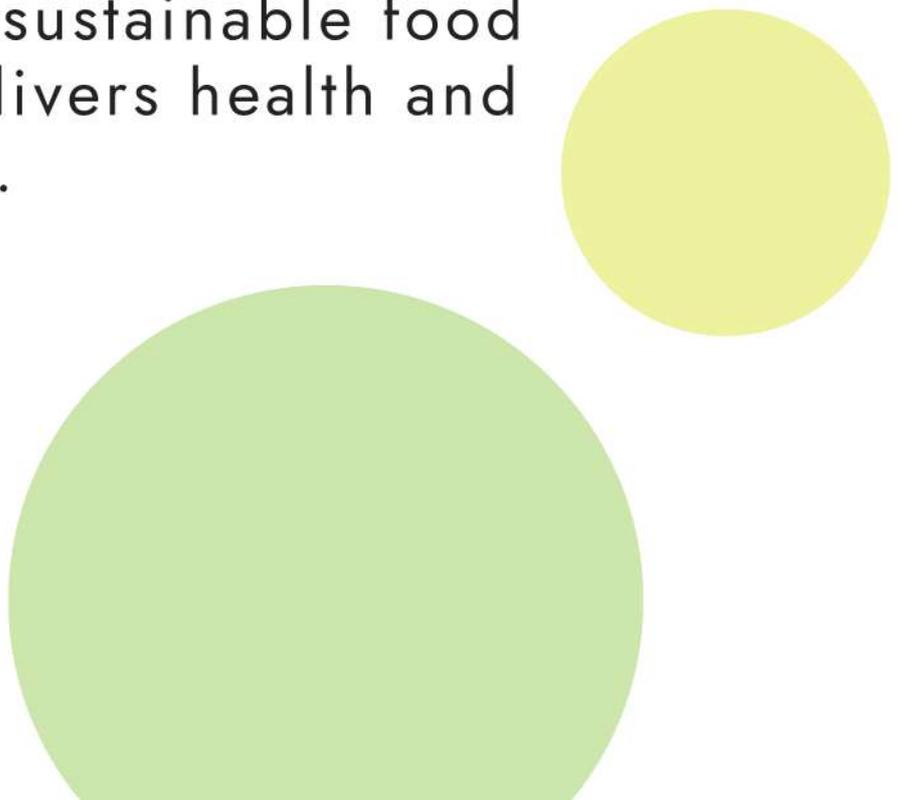
Influencing food policy



Inspiring change in food businesses and investment

OUR VISION

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



WELCOME

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

We are a talented team of 24 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 in being nimble and adaptable to the changing context in which we're operating. This year we have a new government which is creating new opportunities for us to get our evidence into the hands of policy makers to tackle some of the problems with the food system.

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. Rebalancing 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 nine years we've influenced some important commitments by both policy makers and businesses. Progress always feels too slow, but change is definitely happening.

We're also a collaborative bunch. 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



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 and personal development opportunities.
- Cycle to work scheme.

OUR VALUES

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



SENIOR COMMUNICATIONS OFFICER

Hours: Full time

Salary: £32,650 (dependent on experience)

Contract: Permanent (subject to a 3 month probation period)

Working pattern: This is a hybrid role requiring at least 2 days per week in our office in Brixton

How to Apply: On the last page of this job pack

Job Purpose

This position will expand the capacity of Food Foundation Communications Team, delivering engaging, high-impact external communications. The focus will be on brand and design and managing the development of creative content to enhance our digital presence, visual storytelling and brand awareness.

The role requires a creative thinker with a strategic approach to content who will promote our key messaging across a range of platforms and mediums. The role will entail preparing and delivering innovative and compelling content in both written, visual and video production formats, which showcase the work of the Charity and its collaborators. Using platforms such as Adobe Creative Cloud, Canva and Flourish, this role will help tell the important stories which emanate from the work of the Food Foundation. This could include publicising events, communicating report findings and raising awareness and addressing interesting topics that are relevant to the work of the charity. The role will be responsible for overseeing the creation and execution of design deliverables such as marketing materials, briefing documents, social media assets and webpages.

This role will also play a part in putting together content strategies, posting across our social media channels and supporting with the running of the busy press office when needed. They will ensure there is a vibrant, creative and relevant tone across all platforms and mediums. Working closely with the Senior Communications Manager, this person will be responsible for providing creative direction and guidance for design projects, ensuring they align with brand guidelines and the charity's goals.



MAIN RESPONSIBILITIES

Strategic planning of creative content to support organisational goals

- Lead on the development and implementation of creative content strategies and feed into overarching communications plan
- Create and design strategic content for ongoing campaigns to support with programme objectives

Support the communications team by producing creative content to reach target audience groups, amplify key messages and drive engagement with The Food Foundation brand

- Support the communications team to maintain and grow our external profile across audience groups and through multiple channels
- Create and design high-quality assets within the framework of The Food Foundation branding including social media assets, presentations, marketing materials, reports and briefings
- Capture photographs and video footage at Food Foundation events and project milestones
- Edit shortform video content for social media and digital channels
- Use design programmes such as Canva and Adobe Creative Cloud to develop content
- Draft engaging blog content on relevant topics to appeal to key stakeholders and audience groups
- Use of Flourish to create data visualisations (training available)
- Create content for and support with maintenance of The Food Foundation website
- Contribute to posting across Food Foundation social media channels

Support the press office in achieving high profile, impactful and on message media coverage for key projects

- Research key journalists covering topics relevant to The Food Foundation's work
- Use Vuelio platform to put media lists together
- Support with media sell ins and be confident speaking to journalists on the phone
- Compile coverage reports for Food Foundation projects and feedback to project leads

Contribute to broader Food Foundation campaigns

- Work with The Food Foundation Food Ambassadors to develop their social media presence
- Support with creation of content for specific campaigns when required
- Attend campaign events
- Attend campaign planning meetings and contribute creative ideas during campaign planning process

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

Key Competencies

- Experience of content creation for digital platforms
- Experience of using design programmes such as Adobe Creative Cloud and Canva
- Experience of photography, filming and use of editing programmes such as Adobe Premiere
- Exceptional communication skills, (both written and verbal) for a range of audiences; the ability to draft excellent copy, accurately and to short deadlines.
- Strong experience in using a range of social media platforms
- Ability to work in a fast-moving environment with a clear focus on delivery
- Strong team player and good at using own initiative
- Highly organised
- Excellent knowledge of Microsoft programs; Word, Powerpoint and Excel
- Good attention to detail
- Experience of using CRM platforms such as Zoho
- Knowledge of Vuelio or equivalent media database

Desirable Qualities

- Interest in food policy and sustainability and social issues
- Enthusiasm to learn and keep on top of trends in multimedia and content creation
- Interest in the news agenda and keen awareness of food industry announcements
- Ability to use Flourish to design data visualisations
- Willingness to work on a variety of projects
- Strong collaborator and team player
- A demonstrable commitment to equal opportunities, inclusion and diversity
- Experience of using web content management system Drupal

HOW TO APPLY

Deadline to apply: 9am, June 9th 2025

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

Please apply to office@foodfoundation.org.uk (with 'Senior Communications Officer' as the subject) with a cover letter and up-to-date CV. Please use your cover letter to:

- Explain why you want the role.
- Briefly describe how you meet the skills section of the person's profile.
- Briefly describe your own lived experience, understanding and/or ally-ship on the issues surrounding equality, inclusion and diversity?

The Recruitment Process

Our recruitment process aims to see candidates at their best. That's why we set out the process from the beginning. There will be a small task to complete before the interview. The interviews will be held at the Brixton Office. We will aim to inform shortlisted candidate the week commencing June 16th and first round interviews will take place on the week commencing June 23rd.

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 enhance 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.

The successful candidate will be subject to enhanced DBS check, will have the right to work in the UK and able to offer 2 satisfactory references. We may not be able to respond to all applicants due to the high volume of applications.

MEET OUR TEAM

