



Public Affairs Lead

JOB PACK



The Food
Foundation

About us

We believe everyone in the UK deserves access to an affordable, healthy and sustainable diet. We have various projects to reach different groups to improve children's diets, increasing uptake of plant rich diets, influence food policy and inspire change in food and retail businesses and 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.





Our vision

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



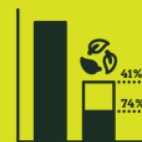
Improving
children's diets



Increasing uptake of
plant rich diets



Influencing food
policy



Inspiring change in
food businesses and
investment

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





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



The Food
Foundation

Summary details

Hours: Full time, 37.5 hours per week (willing to consider part time hours, no less than 4 days)

Starting Salary: £39,960 (pro rata and London weighting included)

Contract: Permanent

Working pattern: This is a London based role (our office is in Brixton, London) and you will be expected to work at least 2 days per week from the office. Whilst there will be a need to regularly attend in-person meetings in parliament and offices, there are flexible working options.

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

Job purpose

The Public Affairs Lead sits within our Policy and Advocacy Team, working to build support for The Food Foundation's work amongst Parliamentarians and to influence the government to help deliver policies that will transform the food system. This is an exciting opportunity to join a small organisation delivering big impact on the political agenda around food.

The Public Affairs Manager reports to our Head of Policy and Advocacy and will be responsible for planning and delivering our public affairs activity. You will spend considerable time meeting MPs and Peers in parliament and building relationships with their teams with a view to identifying potential new supporters and ensuring that The Food Foundation has a range of contacts that we can call on to support and amplify our policy asks and to raise issues when required.

While this role is focused on political engagement, you will work closely with policy and research colleagues and with our communications team to share perspectives on which priorities it may be tactical to pursue at any given time and to understand what evidence is available to inform engagement.

You will also work closely with public affairs professionals in other organisations to deliver joint programmes of engagement work which leverage respective organisational strengths.

You will have excellent political instincts and a strong interest in policy developments, monitoring closely what is going on in Parliament and in Government, and keeping abreast of the latest developments in order to identify opportune moments to maximise political attention on the issues we work on and to galvanise support for policy change.

Job purpose cont'd

You will work with our communications team to build compelling narratives targeted at different political stakeholders about the impacts of the food system on our diets, our health and our planet, and the need for evidence-based solutions. In the current parliamentary term we expect a major focus of activity to be on securing a White Paper and then a Bill on food system change.

You will lead on developing and commissioning a range of briefing materials and reports for policy audiences and formulate responses on behalf of the organisation to policy development processes and Parliamentary inquiries.

You will think creatively about methods and opportunities for engagement in order to ensure that The Food Foundation's messages and priorities are noticed and heard by policy-makers in a very crowded policy space, including by working closely with our events manager to deliver impactful parliamentary events.

You will bring a learning mindset to the role, assessing the impact of our policy engagement approaches in order to make continuous improvements.

The role will be a fulfilling blend of planning engagement campaigns, developing the materials and monitoring tools to enable delivery, and the practical task of developing personal relationships with key stakeholders.

A week in the job

Meeting with a Peer that is new to our work to brief them on evidence we have published and our current political priorities, completing a political stakeholder mapping exercise for a new campaign on sustainable diets to identify a shortlist of MPs to engage with, spending an afternoon in parliament to engage informally with passing MPs, pitching a new idea for a parliamentary inquiry to parliamentary staff from the Health and Social Care Committee, drafting an MP briefing for an upcoming debate on the Government's obesity prevention priorities, reviewing next week's parliamentary calendar to spot opportunities for engagement,

attending a roundtable to share intelligence and discuss priorities for political party manifestos with other NGOs working on food issues, ringing round parliamentary offices to confirm attendance for an upcoming parliamentary reception, meeting with an MP that is closely involved with The Food Foundation's work to refine messaging for an upcoming campaign.





Responsibilities

- Leading the development of strategic public affairs priorities and planning the organisation's programme of public affairs activities
- Building and maintaining relationships with a network of MPs, Peers, political advisors, committee clerks, parliamentary staff and civil servants
- Conducting political stakeholder mapping
- Keeping abreast of Parliamentary activity and Government announcements to identify potential engagement opportunities
- Managing political engagement work across the wider team to ensure parliamentary engagement opportunities are maximised
- Developing letters, evidence submissions and briefing papers for policy audiences, and ensuring that these reach relevant stakeholders
- Supporting MPs working on food issues with evidence for debates, parliamentary questions and inquiries
- Tracking the organisation's political engagement activities and impact, and using this information to refine our future engagement approach
- Identifying opportunities for impactful parliamentary events, and collaborating with the organisation's team to design and deliver these
- Testing and developing policy messaging in order to resonate with different stakeholder groups
- Building alliances and planning joint activity with other organisations – via both established coalitions and more informal alliances and partnerships.
- Line managing team members who are working on policy research and engagement.

The role and responsibilities will be carried out in a way which reflects:

- A commitment to The Food Foundation's vision, mission, values and approach.
- A commitment to effective management of risk, by operating within The Food Foundation's code of conduct, policies, procedures and controls.

Person profile

Your experience

You will have a strong knowledge of the UK political landscape and be comfortable and confident in engaging with stakeholders in Whitehall and in Parliament across the political spectrum. Ideally you would also have a knowledge of policy related to the food system, public health or the environmental crisis.

Skills

- Proven ability to influence decision makers – an eloquent speaker who can persuasively articulate the organisation's key messages and adapt your style and language appropriately to connect and resonate with different stakeholders.
- Strong knowledge and experience of the mechanics of the UK policy-making landscape including the workings of Westminster and Whitehall
- Ability to work diplomatically and professionally with external stakeholders.
- Significant experience working in a role with a major focus on external engagement in a policy/public affairs setting
- A confident networker who enjoys building connections and relationships with new people.
- Strong written communication skills, with the ability to explain complex and highly nuanced subject matter in plain English.
- Confidence in working as part of a team, with experience of working collaboratively with colleagues to share ideas, find solutions and help ensure the successful delivery of projects.
- Proactive and independent worker with strong organisational and project management skills and demonstrable experience of delivering on competing priorities within a time-pressured environment.
- Close attention to detail and ability to accurately monitor policy developments, stakeholder views and engagement activity.
- You have a commitment to building equitable, diverse and inclusive policy.
- An existing network of relationships with MPs, Peers, advisors and policy officials.

Desirable Qualities

- A good understanding of current UK policy (and likely future policy developments) relating to healthy, affordable and sustainable diets – including food insecurity, dietary inequalities, obesity and public health policy, business regulation, supply chains and food prices.
- Proven track record of successful line management.
- Experience of working on legislation and/or following the processes of a bill and related amendments through parliament.

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.



How to apply

Deadline to apply: 5:00pm on Monday 5th January

Please apply as soon as you can. Applications will be reviewed on a rolling basis and we may close early if we receive a high volume of applications. Please apply to office@foodfoundation.org.uk (with 'Public Affairs Lead' as the subject) with a cover letter and up-to-date CV. Please use your cover letter to:

- Tell us where you heard about the role.
- 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 allyship on the issues surrounding equality, inclusion and diversity.

Application process

Our recruitment process is designed to see candidates at their best. That's why we set out the process from the beginning. Interviews will be held at our Brixton office, preferably in person. We will invite interview candidates the week commencing January 12th and first round interviews will take place in the week commencing January 19th. Shortlisted candidates will then be invited for a second interview which will include a written exercise.

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.

