



Communications Lead

JOB PACK

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.



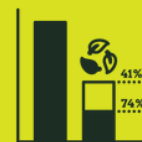
Improving
children's diets



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

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

Contract: 2 year fixed contract

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.

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

Job purpose

This is an exciting role in an influential and dynamic organisation with big ambitions. You will work to design and deliver high impact media and communications strategies to influence key audience groups and drive positive change in the food system.

This role will focus on communications for The Food Foundation's work on school food and child health and nutrition, whilst also contributing to the charity's overarching goal of creating a fairer food system where healthy and sustainable food is affordable and accessible for everyone.

We are looking for a communications specialist who is confident leading on communications strategies for distinct programmes of work, but who also works well as part of a team and can contribute to wider goals of the communications team as appropriate. The responsibilities, skills and experience listed below are intended to give you an idea of what we need for this role. If you don't meet every requirement but feel you would be able to work with us to deliver the majority of them, then it is still worth applying.





Responsibilities

Communication Strategy

- Lead the development and delivery of the communications strategy for priority areas of The Food Foundation's work
- Shape messaging and narrative frameworks for key projects
- Evaluate the success of campaigns, setting and tracking key metrics and feeding learnings back to inform future approaches

Media, PR and Campaigns

- Lead on day-to-day media operations for key projects: generating news lines, spotting and selling in unique story ideas; gathering case studies; creating and pitching compelling content, including media briefings, press releases and multi-media content, dealing with journalists' requests and curating media lists.
- Build ongoing relationships with journalists and developing a strong network of media contacts
- Monitor and evaluate media work with ability to respond to shifting policy environments and media landscapes
- Coordinate with the Campaigns team to build strong, impactful campaigns across all Food Foundation outputs

Social Media

- Develop, implement, monitor and evaluate social media activity and strategy for specific projects
- Produce targeted content to engage with diverse online communities and regularly post across channels
- Grow audiences for project specific channels
- Stay up-to-date with the latest social media trends and digital technologies

Website

- Draft blogs, articles and case studies for the website
- Ensure website copy is kept up to date and relevant
- Gather and schedule content from partner organisations and key stakeholders

Content creation

- Work alongside The Food Foundation communications team to develop programme specific creative content
- Manage external designers, film-makers, photographers, animators and any other relevant suppliers to plan and deliver original digital content
- Oversee the execution of project specific newsletters
- Use Canva to design assets for social media

Person profile

Your experience

You will have experience leading integrated communications campaigns to achieve demonstrable impact and inspire change. This should include proven experience in a broad communications role, delivering across multiple channels to reach a range of audiences. You should also be able to evidence an ability to secure high profile media coverage and a creative flare for innovative and inspiring content creation.

Skills

- Exceptional writing and editing skills, with an eye for clarity, tone, and impact
- Ability to manage competing priorities and work effectively in a fast-paced, mission-driven environment
- Confidence to drive successful social media campaigns, working with a range of social tools
- A storyteller who can translate data and impact into emotionally compelling narratives that inspire support
- Awareness of the news agenda, policy landscape and issues impacting on the food system
- Project management and organisational skills needed to plan, coordinate, and execute multifaceted communications strategies
- Adept at coalition working and developing communications strategies with feed-in and contributions from partner organisations
- Strategic thinking skills, with the ability to translate organisational priorities into clear, deliverable communications plans
- Ability to use web content management systems
- Knowledge of journalist databases such as Vuelio

Desirable qualities

- Experience of working on campaigns that relate to the food system, school food and child health and nutrition
- Proficiency in using Canva

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: 9:00am on Monday 2nd February

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 jobs@foodfoundation.org.uk (with 'Communications 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 ally-ship on the issues surrounding equality, inclusion and diversity.

Please remove your name and any identifying information from your CV. We use anonymised CVs to ensure assessment without bias.

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. First round interviews will take place in the week commencing February 9th. 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.

Any personal information you provide will be stored securely and used only for the purposes for which it was collected. We will keep your details on file only for as long as necessary to meet legal, regulatory, and operational requirements. Once this period has passed, your information will be safely deleted.