

## Job Description

### Marketing & Communications Lead

**Reporting to:** Head of Development

**Responsible for:** Marketing and Communications Placement, Marketing and Communications Volunteers

**Hours:** Full time (37.5 hours), potentially negotiable

**Terms:** 33 days including bank holidays pro rata. After two years' service this increases by 1 day a year up to a maximum of 5 days (pro rata). 1 day volunteering leave per year also available (pro rata)

**Salary:** £27,810-£30,900 pro rata

#### **FareShare Cymru**

FareShare Cymru is an independent charity and part of the national FareShare U.K. network of surplus food redistribution charities.

We turn an environmental problem into a social solution. We source quality surplus food - from food retailers, manufacturers, and suppliers - engaging volunteers to redistribute to local charities and community groups that provide meals to vulnerable people (individuals who are homeless, unemployed, socially isolated, recovering from addictions). Our food is a vital lifeline for children and families, people on low incomes, people who have lost their jobs, the homeless, refugees, domestic abuse survivors, the elderly and keyworkers.

This is an exciting opportunity to be instrumental in setting the next phase of our development.

#### **Circumstances**

Job based in our Cardiff office, some home working is possible upon agreement with your line manager. The role may require the post holder to travel throughout Wales and attend events out of hours.

#### **Main purpose of the role**

To raise our profile and strengthen our brand amongst the general public, the food industry, our charity members, the media and other stakeholders.

We are looking for an energetic, creative and enthusiastic individual who feels passionate about food poverty and food waste in Wales.

This role is vital in strengthening FareShare's Cymru's ability to promote its work and the issues of food waste and food poverty.

Your key focus will be to:

- Develop a Wales-wide identity for FareShare Cymru and raise the profile of the charity
- Gather and develop content and evidence of FareShare Cymru's work and impact (e.g. case studies, research)
- Develop and maintain marketing collateral to promote this and, in the process, maintain and ensure brand consistency
- Communicate and promote FareShare Cymru through various communications channels (social media, events, website, newsletters)

This post requires someone with drive, initiative and creativity. This is an opportunity to make a real difference in an area of great relevance in the current economic climate.

## **Responsibilities**

### **Strategic planning**

- Develop and implement the marketing and communications strategy for FareShare Cymru
- Maintain a contact strategy for external stakeholders, including regular newsletters
- Create and implement campaigns and materials to support internal communications
- Work with lead officers to deliver effective communications and marketing requirements for the various functions within FareShare Cymru including community food membership, fundraising, employability, operations, volunteering and food sourcing.
- Identify stories from across Wales and develop cases studies to be used:
  - For media, social media and PR/marketing purposes
  - By the various teams at FareShare Cymru to pitch and promote FareShare Cymru and to nurture current partnerships
  - Feedback and reporting to funders and supporters
- Work on joint communications campaigns with partners

### **Content Creation and performance analysis**

- Review, develop and maintain a bank of marketing resources, such as photos, case studies library and promotional videos and graphics that effectively promotes awareness and demonstrates impact for key partners and stakeholders
- Manage FareShare Cymru's website including content and all online presence including social media
- Report on paid/non-paid digital campaigns (Meta and LinkedIn)
- Research activities/surveys, including research with our charity members
- Act as a brand champion by monitoring use of logo, messages, language, iconography and other visual elements
- Write press releases

### **Other**

- Support the delivery of events as diverse as celebration events, public facing events, membership recruitment, food suppliers events, volunteering open days
- Work with FareShare UK as needed
- Support award applications and identify where we may be able to apply
- Lead on GDPR compliance
- Provide line management for any Marketing and Communications Placements and volunteers.
- Manage and attend events across Wales, acting as a representative for the organisation
- Develop and manage other appropriate activities as defined by your line manager.

## **Person specification**

### **Experience:**

- Demonstrable experience of working in marketing/communications to raise the profile of an organisation or an issue ideally in FMCG or charity
- Demonstrable and proven track record of developing materials and resources to support campaigns
- Demonstrable experience of supporting internal teams in the delivery of team and organisational objectives
- Line management experience

### **Skills, knowledge and abilities:**

- Excellent copy-writing and proofreading skills and experience in writing engaging multi-channel content
- Good working knowledge of Microsoft Office
- Excellent creative skillset- experience of developing multiple forms of content for multiple channels.
- Confidently able to use Canva. Experience of using Adobe programmes e.g Photoshop, InDesign, Premiere Pro would be desirable.
- Excellent written and verbal communication skills
- Proven ability to develop and maintain good working relations, both within an organisation and with stakeholders
- A self-starter with proven ability to work on own initiative, meet objectives and tight deadlines under pressure
- Knowledge of Wordpress, Mailchimp, Survey Monkey, Salesforce and/or other CRM systems is desirable.
- Welsh language skills are desirable for this role.

### **Values and behaviours**

- A commitment to Equal Opportunities
- An understanding of, and sympathy with, FareShare Cymru's mission and strategy
- Flexibility of approach and ability to work in a team
- Willingness and ability to travel around Wales and possibly UK on an occasional basis.