**Community Food Member (CFM) Account Manager**

**Job description**

**Job title:** Community Food Member AccountManager

**Reporting to:** CEO

**Salary:** £21,630

**Term:** The role is funded by the National Lottery through the Big Lottery Fund for a period of 3 years.

**Hours:** 37.5 hours per week

**Responsible for:** Volunteers

**Purpose of the post:**

We are looking for someone dynamic and engaging, with excellent communication and relationship building skills, as well as a commitment to delivering a high quality service in line with our mission and core values. The focus of the role will be to grow our membership base; local charities, groups, projects, schools, community enterprises, that use food as part of their service to client groups – called Community Food Members (CFM’s). In so doing, this will extend the mission of FSSW (and the goals of our funding partner – BLF) through increasing the redistribution of surplus food. Working with The Fundraising and Communications Manager and Operations Team you will also seek to provide a consistent and outstanding Member experience that delivers and secures long term relationships and use of the FSSW service.

**Duties & Responsibilities:**

**CFM recruitment**

* Research new ‘markets’ and potential new members geographically, by food use, sector, or type of organisation and manage a database of potential contacts.
* Working with FareShare UK teams identify potential contacts (e.g. existing or lapsed users of the FareShare Go service) for contact.
* Deliver recruitment campaigns and/or activities that will lead to enquiries and eventually new members, including:
	+ Direct mail/email shots
	+ Cold calling/visits
	+ Pre-arranged visits, meetings or presentations
	+ Events
	+ Word of mouth/referrals
	+ Sector/organisation specific activities – e.g. branches of national organisations (Salvation Army). Types of organisation (e.g. Churches).
* Working with the Fundraising and Communications Manager, deliver recruitment activities to support specific campaigns or funding propositions – Asda, Feeding Bristol, Breakfast Clubs.
* Engage with networks and influencers that could create opportunities to present the FSW service to potential members e.g. Local Councils, Voluntary Sector Organisations, Head Offices of large organisations, sector specific networks.
* Follow up all enquiries that have come into FSSW via telephone, email, and website to establish potential membership (CFM and other FareShare programmes like FareShare Go).
* Document and report recruitment activity and progress of prospective members towards membership.
* Working with the Customer and Operations Support Co-ordinator (COSCO), ensure that all prospective CFM’s are successfully ‘on-boarded’, and where needed, support the on-boarding process e.g. carry out kitchen check, maintaining records on relevant IT systems.

**CFM retention, extension and expansion**

* Develop/implement Customer Relationship Management (CRM) tools and activities to build and support a community of members.
* Ensure that the Operations Team and the Business Development Group are kept informed of all developments (prospecting, targeted activity, new CFM’s), including any request for a change to service.
* Ensure all problems/issues with a CFM’s service are resolved with/by the Operations Team.
* Provide Account Management to all CFM’s, but specifically to key types of CFM – Asda targets, large CFM’s, funded CFM’s.
* Working with existing CFM’s explore and develop new ways of increasing the use of surplus food, and ensuring that all CFM’s are aware of the opportunities to increase their access to surplus food.
* Build close relationships with CFM’s, and understand their plans/aspirations so that the increase in use of surplus food aligns with and enhances their own growth.
* Working with the Fundraising and Communications Manager, ensure all CFM’s are kept informed of FSSW developments and feel part of the FSSW ‘community’.
* Working with the COSCO, support the process of renewing annual memberships including telephone contact, visits, changes to service/up-selling.
* Contribute to the development of the FSSW ‘offer’ (service proposition, pricing, ‘product’ proposition).
* Working with FareShare UK teams, ensure that all opportunities for CFM’s to engage with programmes across the FareShare network are maximised.

**Communications**

* Working with the Fundraising and Communications Manager support activities that will enhance the CFM experience and secure long term membership, including:
	+ CFM events, training days, meetings
	+ Case Studies
	+ Website and social media (related to CFM communications)
	+ Newsletter
	+ Co-funding fundraising activities
	+ ‘Customer’ surveys
* Ensure that communications support is secured to impact CFM recruitment, including:
	+ PR/Press
	+ Print material
	+ Promotional materials
	+ Website/social media activities
* Support internal communications about CFM activity/impact to keep staff and volunteers informed and motivated.
* Contribute towards FSSW developing a culture of excellence, ensuring that all engagement with CFM’s is to a high standard and the CFM experience of every part of FSSW is outstanding.

**Administration and Procedures:**

* Responsible for the administration of new CFM membership applications, and working with the COSCO ensure that all CFM’s are ‘on-boarded’ effectively.
* Compile reports and maintain targets for growth in line with FSSW strategy and BLF funding.
* In line with FSSW’s growth and in working with the Operations Team, develop systems and procedures to ensure the efficiency and smooth running of deliveries, collections and systems
* General office duties
* Take overall responsibility for health & safety within the area of your work
* Responsible for the welfare of staff and volunteers, including reviewing policies and risk assessments and ensuring correct procedures are adhered to, related to your work.

**Person Specification**

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| **Criteria** | **Essential** | **Desirable** | **Evidence** |
| Skills / Abilities | * Good communication, interpersonal, training and presentation skills
* Team player able to motivate and develop people through positive approaches, and experience of working with people who require support
* Good administrative, organizational, decision making, and planning ability
* Able to develop efficient procedures and systems and be flexible to change
* Initiative and energy, able to work independently and in teams.
* IT literate with a working knowledge of Microsoft Office applications
 |  | CV/Interview/Presentation |
| Knowledge | * Understanding of sales process, Marketing and communications
* Health & safety, basic food hygiene issues.
* Surplus food sector.
 |  | Interview/Presentation |
| Qualificationstraining and education | * Good general education
 | * Higher level qualification (degree or equivalent)
* Willing to train for Intermediate Food Hygiene qualification and Health & Safety qualification
 | CV/Certification |
| Experience | * At least 2 years’ experience of working in one or more of the following areas: Management, food distribution, voluntary sector, community engagement, sales, customer services, membership services, Account Management, or marketing
* Website management and social media
* Experience of taking responsibility for health and safety issues within a food distribution, office/warehousing operation
 | * Experience of food preparation and storage
* Experience of community development
* Event Management
* Experience of driving vans/medium sized vehicles
 | CV/Interview |
| Values and behaviours | * A commitment to equal opportunities and safeguarding.
* An understanding of, and enthusiasm for, FareShare’s mission and strategy.
* A commitment to continuous professional development.
* An empathy with volunteers and an understanding of their needs.
* Flexible and non-judgemental approach to people and work.
* Willingness and ability to travel in the UK.
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| Other requirements | * Full UK driving license and access to transport
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