



<b>Job title:</b>	Communications Officer
<b>Reporting to:</b>	Head of Communications
<b>Salary</b>	<b>£26,000 - £29,000 pro rata</b>
<b>Hours:</b>	37.5 hours per week Monday to Friday (we will consider 30 hours per week/0.8 for the right candidate)
<b>Terms:</b>	Permanent contract, 25 days holiday (exc. Bank Holidays), 5% pension contribution.
<b>Place of work:</b>	Our central office (Bristol) with some hybrid working optional. Will include travel to our warehouses in Bristol and occasionally to Plymouth and other partners across the south west

### **About FareShare South West**

FareShare South West joins the dots between food waste and hunger, empowering communities to turn an environmental problem into lasting social good. We rescue tonnes of quality surplus food from the industry and share it with charities and schools to bring health, dignity and routes out of poverty for people across the south west. Our supportive volunteering and employability programmes offer local people the opportunity to thrive.

By joining us, you'll be part of an inclusive, friendly team in a small but fast-growing charity that helps fight the injustice of who gets to afford a healthy diet.

FareShare South West is an independent local charity, working in partnership with FareShare UK. By being part of the national FareShare network, we can help rescue more food. By being small and independent, we can remain close to our local partners and people and continuously adapt to meet the needs of local communities. The member charities we share food with transform lives, using food to connect people with other support and routes out of poverty, including children and families, people on low incomes, homeless people, refugees, domestic abuse survivors, people in recovery, older people and many others.

### **Purpose of role**

In this broad creative role, you will plan, create, deliver and analyse print, media and digital marketing content to support this charity's important work, ensuring current and potential supporters (including volunteers, fundraisers and grant makers, food suppliers, charity members and key local stakeholders) understand our social and environmental impact. You will play a vital support role for colleagues, acting as FareShare South West's storyteller internally and externally.

### **Job description**

- Work with the Head of Communications to develop and deliver an annual communications schedule, including proactively sourcing and creating case studies and testimonials with video, photography and written content
- Work with the Head of Communications to develop and implement a social media plan
- Create, share, monitor and evaluate engaging content across all our social channels (Instagram, Facebook, LinkedIn, TikTok) to meet objectives
- Design print materials including posters and leaflets
- Keep the website up to date with a regular flow of impactful storytelling
- Create compelling email content for supporters in MailChimp
- Support the Head of Communications with the circulation and promotion of press releases and management of press database, communications crisis plan and FAQs
- Assist with the delivery of internal communications
- Regularly review and refresh our bank of testimonials, statistics and photography, managing permissions for content
- Work closely with the fundraising team to creating compelling appeals content to generate income
- Act as an ambassador for our charity, sharing our values and engaging with the public
- Work collaboratively with staff teams (Food Sourcing, Volunteering, Membership, Fundraising, Employability and Operations teams in Bristol and Plymouth) to ascertain and fulfil their communications needs
- Work collaboratively with young people on our FareChance employability programme, supporting them to learn new professional skills and developing an exciting new youth-led, inclusive aspect of our communications
- Support volunteers and warehouse-based communications leads with communications projects
- With support from the wider Fundraising and Communications team, manage student interns
- Proactively seek out examples of communications best practice and developments, including building relationships with partner charities in the FareShare network

## **Other**

- Undertake any other reasonable duties to support the operations of the charity
- Assist on monitoring progress, impact, and success against KPIs

## **Person Specification**

### **Essential Experience**

- Work experience in communications, marketing, fundraising, or relationship-building
- Experience in creating content for digital
- Strong skills in persuasive copywriting and editing for different audiences

- Familiarity with social media best practice and key platforms (Instagram, Facebook, LinkedIn, TikTok)
- Experience using Microsoft Office 365 and Teams
- Experience using data to drive your decision-making
- Ability to work on own initiative and to meet objectives and deadlines in a fast-paced work environment
- A willingness to do some travelling within the South West, to visit our warehouse in Plymouth and collect case studies with our food suppliers and charity partners

### **Personal Qualities**

- An interest in and commitment to FareShare South West's mission and core values
- Excellent interpersonal skills and proven ability to form good working relationships, both internally and externally
- Strong organisational skills and the ability to manage time, prioritise and plan effectively
- Creative thinker
- Confidence in communicating face to face and remotely, including independent interviews with e.g. charity members, food recipients, employability participants

### **Desirable**

- Experience gained in a charity, CIC or social enterprise
- Experience using brand guidelines
- Experience creating professional content for social media
- Experience creating documents for print
- Photography skills
- Videography skills
- Experience using a website CMS (Wordpress)
- Experience in graphic design, for example Canva and Adobe Creative Cloud including InDesign
- Media/PR experience
- Driving licence

### **Why work for FareShare South West**

- Real Living Wage employer
- Benchmarked pay scales
- Employee Assistance Programme - free advice and counselling
- Access to a free professional coach
- Annual budget for personal development training for every staff member
- Staff wellbeing group
- Inclusive, welcoming culture
- Rewarding roles with genuine positive impact on the environment and local people through food, volunteering and employability skills

We actively encourage applications from people of all lived experiences, including but not limited to people from the global majority, LGBTQIA+ people, disabled people, a working-class background, not from a University-attending family. We value the positive impact that wide representation has on FareShare South West. We want to work with you to make sure that the recruitment process is accessible for you. Please contact [recruitment@faresharesouthwest.org.uk](mailto:recruitment@faresharesouthwest.org.uk) or call 0117 954 2220 to let us know how we can support your access needs.