



Food Ethics Council

Communications Officer, The Food Ethics Council

The Food Ethics Council is a registered charity and think-tank that provides independent advice on the ethics of food and farming. Our mission is to accelerate the shift to fair food systems that respect people, animals and the planet. We work on problems relating to food and farming where the right answer is not obvious.

For over 20 years, we have brought our independent voice and expertise from our Council and networks - across civil society, business and government - to bring ethics to the centre of the food system. Our role is three-fold. Firstly, we *nourish*: we provide a safe space for honest, meaningful dialogue and develop ethical frameworks to unpack contentious issues. Secondly, we *challenge* the status quo and accepted ways of thinking. Thirdly, we *inspire* and promote 'in the round' ethical approaches and share considered solutions.

We are recruiting for a part-time Communications Officer to work either remotely or in our shared office in Kings Cross, London. This is an exciting opportunity to join a small but dynamic team in an organisation that has been at the forefront of thinking on ethical concerns in food and farming since 1998.

About the role

Our influence depends on good communication. That doesn't mean telling people what to do. We see ethics as a sharp ear and a helping hand, not a wagging finger. We need a dynamic Communications Officer to help us engage the people we work with, raise our profile and get our messages across.

You will support the Executive Director in developing and implementing our communications strategy. You will build our brand and support our external affairs. You will manage our website, our social media channels, co-ordinate our media relations, help promote events and work with colleagues to put good communication at the heart of all our work. You must be prepared to write copy and to represent us, as well as to co-ordinate and advise your colleagues.

You will have an eye for the story in research work and be good at distilling complex issues to their key points. You will take a strategic view of communication and be practiced at weighing the pros and cons of different media. You will understand how to communicate with different audiences about controversial and sensitive issues and recognise that integrity is paramount.

The organisation has an open and supportive culture. You must be able to work independently and be willing to contribute ideas and to challenge. Whilst your primary responsibility is communications, as part of a small team, you must be prepared to get involved in different aspects of the organisation as needed.

Knowledge of Microsoft Office 365, WordPress, Mailchimp and Slack is an advantage.

Details

Salary: £30,000-32,500 FTE (i.e. £21,000-£22,750 based on 26.25hrs/ week) depending on experience. In addition, we will pay a pension contribution of 4% of your basic pay per month (you will have to make minimum contributions in line with pensions law, unless you choose to opt out).

Hours: 26.25 hours per week (some flexibility on days)

Location: There is opportunity to work mainly in our shared office space at Impact Hub Kings Cross, central London – but with the opportunity to work remotely or from home as appropriate. Alternatively the role could be done remotely from anywhere in the UK.

Right to work: You will need to hold the necessary rights/ visa to work in the UK, the Food Ethics Council is not able to assist with applications for work permits.

Closing date for applications: 12pm (GMT) on Tuesday 8th March 2022. Interviews will be held virtually (via Zoom) on Thurs 17th March 2022.

Preferred start date: as soon as possible following interviews

The Food Ethics Council is an equal opportunities employer. We are committed to the principle of equal opportunities and we welcome applications from individuals, irrespective of their age, gender, ethnicity, disability, sexual orientation, gender identity, socio-economic background, religion and/or belief. We are happy to discuss and consider flexible working at the point of hire.

To apply for this role

When applying, please send an e-mail - with 'APPLICATION: COMMUNICATIONS OFFICER in the title of the e-mail - to info@foodethicscouncil.org. Please include:

- **Your CV (no more than 2 pages)** and

- **A covering letter (maximum 2 pages)**, which explains, including examples, how you meet the person specification. Also **please specify if you want to be considered under the Guaranteed Interview Scheme**, noting that an interview is guaranteed only if you are from a minority ethnic group and if you meet the essential criteria for the role, as outlined below.

We want to work together to combat the structural causes of injustice in food and farming. We warmly and actively encourage applications from people from diverse backgrounds. We recognise that candidates from Black, Asian and Minoritised-Ethnic backgrounds are under-represented in our organisation and that there are often additional barriers present for people from these groups when applying for roles in the charity sector and beyond. We are committed to taking positive action to expand the diversity of our staff team, and if you meet the essential criteria for a role and are from a minority ethnic group, you'll be guaranteed a first stage interview. It is important to note that this scheme guarantees an interview for candidates who meet the minimum criteria and tell us that they'd like to be considered under the scheme. The selection decision at interview will be based on the most suitable candidate, regardless of any protected characteristic.

Note: Candidates short-listed for interview will be notified directly.

Main purpose of job:

The Communications Officer is responsible for helping us reach and engage with our key audiences effectively.

Main duties:

Support the Executive Director in developing and implementing the communications strategy, including communications elements of our key programmes (e.g. Dairy Project, Building community food resilience, Food citizenship, Business Forum)

Develop our media relations and activities in accordance with our communications strategy, embed good media relations in all our work and be liaison point with media

Write copy and issue news releases in accordance with our communications strategy

Regularly write fresh & relevant copy for website and also coordinate and commission a series of regular blogs (or other input) from key stakeholders

Use social media where appropriate to develop communities of interest

Responsible for website content and image management

Produce regular newsletters and emails to stakeholders

Devise, write and co-ordinate design for marketing materials

Work with Executive Director to develop regular impact report

Support project activity when required, specifically providing communications support such as press releases, articles, blog posts, twitter feeds. Also to help with report writing and event organising as and when required.

Support the team in researching, developing and writing funding bids as and when required

Support and develop internal communications

Person specification:

Criteria	Essential
Skills	Excellent oral communication, advocacy and interpersonal skills Excellent writing, proof reading and editing skills Excellent IT skills including good web skills, good social media skills (including Twitter) and knowledge of Microsoft Office 365, WordPress and Mailchimp
Knowledge	Practical knowledge of communication strategies and methods, and at least basic knowledge of food and farming issues Good understanding of the value of independent challenge and advice to policy, business and public decision-making
Experience	Strategic planning of communication Experience of synthesising discussions, reports and events into key messages for our target audiences Media relations and communication including writing copy and issuing news releases Demonstrable experience building and retaining audiences on the web and on social media
Personal attributes	Positive 'can do' attitude and ability to prioritise own workload