



Food Ethics Council

Communications Officer

The Food Ethics Council

The Food Ethics Council is a registered charity that provides independent advice on the ethics of food and farming. Our aim is to create a food system that is fair and healthy for people, animals and the environment. We work on problems relating to food and farming where the right answer is not obvious.

We promote ethical considerations surrounding food and farming and open up debate on the big issues, such as climate change, obesity and GM crops. We challenge government, business and society to face up to difficult decisions and we provide the tools, research and safe space to enable them to reach practical, considered solutions.

We are recruiting for a part-time Communications Officer to work 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 social media, co-ordinate our media relations 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 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.

Main purpose of job:

The Communications Officer is responsible for raising the profile of the Food Ethics Council amongst its key audiences.

Main duties:

- Support the Executive Director in developing and implementing the communications strategy, including communications elements of our key programmes (e.g. Unleashing the Power of Indexes and Food Policy Barometer)
- 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 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 management
- Produce a monthly newsletter to stakeholders
- Devise, write and co-ordinate design for marketing materials
- Write our annual report and 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

See next page for person specification

Person specification:

Criteria	Essential	Desirable
Skills	<p>Excellent oral communication, advocacy and interpersonal skills</p> <p>Excellent writing, proof reading and editing skills</p> <p>Good networking skills</p> <p>Excellent IT skills including good web skills and good social media skills</p>	
Knowledge	<p>Practical knowledge of communication strategies and methods</p> <p>Good understanding of the value of independent challenge and advice to policy, business and public decision-making</p>	<p>Knowledge of food and farming issues</p> <p>Knowledge of the non-profit sector</p> <p>Good understanding of ethical issues in food and farming</p>
Experience	<p>Experience of synthesising discussions, reports and events into key messages for our target audiences</p> <p>Media relations and communication including writing copy and issuing news releases</p> <p>Demonstrable experience building and retaining audiences on the web and on social media</p> <p>Strategic planning of communication</p>	<p>Communicating about controversial issues</p> <p>Established relationships with relevant journalists and editors</p> <p>Commissioning services such as website development</p>
Competencies	<p>Able to prioritise own workload, set realistic timetables and meet deadlines</p> <p>'Hands on' and 'can do' attitude</p> <p>Able to thrive in a small close-knit team</p> <p>Committed to our aims</p>	