



Freelance Communications & Marketing role

Location:	Brighton & Hove Food Partnership The Brighthelm Centre, North Road, Brighton, BN1 1YD
Term:	Average of 1-2 days per week, freelance/ flexible hours from Nov/Dec 2017 until March 2018 (with potential for extension subject to funding)
Rate:	£150 per day
Reports to:	Senior Manager
Application/ interviews:	Deadline for CV and covering letter 5pm, 15th November . Interviews will be held during the week of 20th November .

Brighton & Hove Food Partnership is a not-for-profit organisation working for a healthier, more sustainable food system for the city. We are a hub for information, inspiration and connection around food and deliver a range of community projects such as:

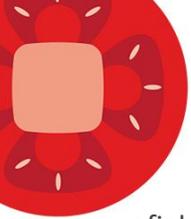
- Cookery courses for beginners and those looking to teach others
- Helping people grow food with others in their community
- Tips and advice on reducing food waste at home
- Setting up community composting sites across the city
- Healthy eating advice and workshops
- Advice on food poverty and support for food banks
- Weight loss programmes for adults and families

The Food Partnership started life in 2003, and we now have over 20 staff delivering a range of projects. We're currently registering as a charity and work with a wide range of partners including community organisations, statutory agencies, local businesses and individual residents.

In 2012, we launched the city's second [food strategy](#) which sets out how as a city we will achieve a vision of a healthy, sustainable and fair food system for Brighton & Hove. The strategy aims to tackle health inequalities, reduce food poverty, support local food businesses and reduce the environmental impact of the way we produce, consume and dispose of food.

The Food Partnership has been recognised for a number of innovations, and work in the city has provided some of the inspiration for the Sustainable Food Cities network across the UK. We are increasingly seen as a leader in





our field, with accolades from the National Lottery Awards, the Local Food Awards, the local 'Sector Stars' awards and the House of Commons Select Committee on Sustainable Food. We receive funding from a variety of income streams including, Public Health Brighton & Hove, the Big Lottery Fund, the Esmee Fairbairn Foundation and Brighton & Hove City Council.

www.bhfood.org.uk

Key projects

The Food Partnership is about to build and launch a new **Community Kitchen** – a space to run our own courses and hire for others to use – in the Community Base building on Queens Road. This visible, flagship project aims to generate income to support itself and contribute to our charitable work teaching vulnerable people cooking skills. Throughout February 2018 we will be running a **crowdfunding campaign** to fund the kitchen installation and to raise the profile of the project, with courses aiming to start from April 2018. In advance of the crowdfunding and kitchen projects, we will be launching our **new website** in November 2017.

The role

This role involves using a range of communications channels (with an emphasis on web, social media and press). The key priority for this role will be promoting the Community Kitchen – particularly during the crowdfunding campaign. We also aim to provide accessible and engaging content on related food issues such as cookery, healthy eating, growing your own and wasting less food.

This role reports to the Senior Manager and helps to coordinate communications across the whole organisation and to support colleagues with communications in order to meet our aims:

- Raise the profile of the Food Partnership and strengthen our position as a leader in our field
- Connect: To be a hub and network builder.
- Inspire: To inspire, support and encourage people to adopt healthier, more sustainable diets and lifestyles.
- Champion: To champion and support community-led food projects.
- Influence: To influence behaviour in large organisations.
- Lead: To operate at a strategic level and campaign for policy change

Specific tasks and duties include:

- Writing and scheduling content for all social media platforms and the website
- Supporting the implementation of the Community Kitchen's marketing strategy and the organisation's annual action plan, including support with organising a kitchen launch event
- Contacting potential corporate sponsors/ donors who could provide equipment for the kitchen
- Liaison with staff regarding the organisation's website, publicity materials, events and other communications channels, raising the profile and increasing the influencing capabilities of the Food Partnership
- Acting as main contact for media and PR relations and supporting staff in this area
- Monitoring the impact of our communications work





Skills & experience needed

You will be committed to the aims of the Food Partnership and enthusiastic about its work. You will enjoy working in a vibrant, interactive environment. You will have excellent organisational skills with the ability to manage multiple priorities. You will bring a high level of professionalism to the role and perform your duties with integrity. This position would suit someone with a broad range of communications skills who is happy to train and support colleagues less confident in communications. You will show judgement when it comes to communicating and have 'a good eye for a story'. You will easily build rapport with a range of people and must have experience of working with the media and using online communication channels. Good written and oral communication skills and attention to detail are also essential.

Essential	Desirable
Experience / knowledge / skills <ul style="list-style-type: none"> ○ Experience of producing and writing content for printed and digital media channels including using social media ○ Experience of using a website content management system (we use Wordpress) ○ Experience of working with a range of media (newsprint, web, radio film/TV) ○ Excellent communications skills (both written and verbal) with the ability to present complex material in a simple, understandable way ○ Confident yet sensitive approach to working with a range of colleagues and stakeholders ○ Strong proofreading, copy writing skills and attention to detail ○ Effective project management, administrative, organisation and time management skills. Ability to plan and prioritise, lead and delegate. 	<ul style="list-style-type: none"> ○ Experience of partnership working with a wide range of sectors eg community, commercial, public sector ○ Experience of corporate sponsorship or donations ○ Experience of running a successful crowdfunding campaign ○ Experience of organising events
Other <ul style="list-style-type: none"> ○ Commitment to the aims of the Food Partnership ○ Self-motivated, with ability to work well as part of a team as well as work independently ○ Flexibility including willingness to work out of hours ○ Ability to work in a way that promotes equality of opportunity 	

