



# BRAND & COMMUNICATIONS MANAGER – JD

## ABOUT CITY HARVEST

Est. 2014, City Harvest London food charity rescues nutritious surplus food from farms, manufacturers, wholesalers, and retailers, and delivers it, for free, to over 130,000 people a week via organisations feeding those facing food poverty. Our HQ depot is in Acton, with a satellite site at New Covent Garden Market. City Harvest rescues food, people, and the planet by diverting food waste and providing life-changing support to communities across London.

Distributing free food for more than 1.3 million meals a month, our fleet of vans deliver to food banks, homeless shelters, hostels, soup kitchens, mental health charities, projects supporting the elderly and socially isolated, social pantries, community kitchens, refugee hostels, schools and nurseries, family centres and domestic abuse refuges. Join our passionate mission to reduce waste and feed London, with opportunities to grow while making a real difference.

## ABOUT THE ROLE

The lead and deliver integrated communications that build the charity's profile, deepen engagement and support income generation. This role will develop compelling narratives, manage key channels, and ensure consistent, high-quality messaging across all audiences.

### Key stakeholder comms

- Brand management - responsible for all branded marketing communications, across socials, website, marketing materials, event presentations, media, and partner comms.
- Campaigns - creating content for various annual fundraising, volunteer, and food-sourcing campaigns.
- Digital campaign marketing.
- Content creation - design trusted content to achieve organic reach, with broad messaging to support department KPIs, volunteer and donor engagement
- Website management.
- Press coverage - reactive press office management, press release writing, image archiving.
- Run GDPR compliant email marketing campaigns.
- Internal comms – responsible for the staff newsletter.

## KEY RESPONSIBILITIES

- Brand management
- Social media management
- Campaign management
- Newsletters - Mailchimp
- Content creation/ archiving
- Press office
- Creation of marketing materials
- Managing budget
- Website updating/editorial
- Managing third-party website support & SEO specialist

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## KEY DELIVERABLES

### Collaboration

- Internal comms: Ensuring consistency in appearance, accuracy, and tone across all communications between departments.
- Newsletter management for internal comms and external stakeholders.
- External comms: Ensure CH is recognisable by partners and stakeholders, with a quality brand consistently applied across all materials, including its use by partner organisations.
- Manage stakeholder partnerships: PR, press releases, event materials, branding.

### Support

- Cultivate good working relationships with all teams to ensure alignment with our core marketing and communication strategies.
- Assist all departments in their internal and external communications needs
- Ensure consistency and timely delivery of events and communications plans
- Orchestrate digital content strategies across all online platforms to drive traffic and engagement that translates to brand promotion and donor acquisition.
- Oversee the editorial calendar, including internal and external teams, supporting all department KPIs and campaigns.

### Fundraising focus

- Assist in the delivery of the City Harvest fundraising strategy, including corporate partnerships involving charity of the year's programmes and cause-related marketing campaigns.
- Showcase corporate partnerships across the website and socials to attract new business.
- Promote challenge events, individual giving campaigns and corporate volunteering.
- Work with the fundraising team on large annual campaigns such as The Big Give
- Understand and create impactful supporter journeys across awareness, engagement, donation and retention.
- Ability to tie communications directly to impact & income.
- External newsletter highlighting fundraising.

### Campaigns

- Clear and compelling content creation to meet the needs of the organisation's targets.
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals.
- Balance short-term campaigns with long-term brand building.
- Plan timelines and content calendars.
- Deliver to deadlines often with last-minute changes.
- Ability to use data insights to inform decision-making and future approach/design.

### Financial responsibility

You will be responsible for managing the digital marketing budget, in line with the organisation's scheme of delegation and financial procedures.

### Organisation-wide responsibility

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- Comply with relevant equality and diversity policies, promoting a healthy working environment where all individuals are valued.
- Comply with relevant data protection policies, ensuring General Data Protection Regulations (GDPR) are considered when making plans and decisions.
- Work as part of a wider team, undertaking any other reasonable duties appropriate for the role that may be required by the organisation.

### ABOUT YOU

- Sympathetic to and aligned with City Harvest's mission.
- Emotional intelligence often involves working with sensitive topics, internal pressure and competing priorities
- All-rounder and self-starter.
- Creative and able to create content with ease.
- Ability to push back diplomatically and maintain boundaries even with leadership.

### ESSENTIAL SKILLS & EXPERIENCE

- 3+ years' experience in a similar role
- Strong time-management and organisational skills
- Experience with online community building
- Proficient with Canva
- Brand management experience
- Content marketing with GA knowledge
- Experience across a range of roles across the communications and marketing mix
- Strong copy writer and attention to detail
- Great ethical storytelling for supporter engagement
- Excellent interpersonal and communication skills and the ability to build healthy work relationships
- Ability to cope and work well with high work volumes, conflicting priorities and tight deadlines
- Problem-solving skills and positive, proactive "can-do" attitude
- Technological proficiency in relevant software – e.g. proficiency in Microsoft Office, Outlook, and Google products

### DESIRED SKILLS & EXPERIENCE

- Communications & marketing experience gained within the third sector
- Fundraising communications experience or working alongside fundraising teams
- Experience of public relations
- Ability to interpret data analysis and evaluate campaigns
- Ability to assess and advise on any reputational risk, including sensitive stories and issues

### QUALITIES REQUIRED FOR SUCCESS AT CITY HARVEST

- Charitable
- Compassionate
- Community-focused



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- Aspiring
- Trustworthy
- Collaborative team player

### JOB DETAILS

- Job Type: Full-time, permanent, Monday to Friday
- Hours of Work: 9-5pm / 40 hours per week (with a 30-minute unpaid lunch break each day)
- Salary: £37,500 per annum
- Place of Work: Hybrid, 2 days in the office (Unit 8, Acton Park Industrial Estate, London, W3 7QE)

*City Harvest London is an equal opportunities employer and is committed to creating an inclusive and diverse workplace. We believe in treating all employees, volunteers, candidates, and stakeholders with fairness and respect. We value the unique perspectives and experiences that individuals from different backgrounds bring to our organisation, and we strive to foster an environment that promotes equal opportunities for all.*

*We adhere to the Equality Act 2010, and our policy is to be fair and consistent in all aspects of our organisation. Our recruitment and selection processes are designed to select candidates based on their abilities and merits to perform the tasks required. All applications received will be dealt with confidentially and subject to our company's recruitment and selection processes. Employment is subject to satisfactory pre-employment checks and eligibility to live and work in the UK.*

*At City Harvest London, we embrace equality as part of our ways of working because we believe it is the right thing to do for our people, our community, and our success. We do not discriminate in employment based on race, religion, sexual orientation, national origin, political affiliation, disability, age, marital status, medical history, parental status, or genetic information.*