

# BUSINESS ENGAGEMENT LEAD



The Food  
Foundation

# WELCOME

I really hope once you've taken a look inside this job pack you will decide you'd like to join us.

We are a talented team of 24 people with a mix of communications skills, deep policy knowledge, broad business networks, campaign experience, nutrition and environmental expertise and most importantly a passion to make it easier for everyone to eat well. We pride ourselves in being nimble and adaptable to the changing context in which we're operating. This year we're being hit with the cost of living crisis which is having devastating impacts on so many people in Britain and we've had to quickly adapt to ensure that we are tracking what is happening with food prices so we know who is worst affected and where government action should be focused.

Back in 2015, The Food Foundation was born and I was the charity's first employee. From small beginnings, we've always had a big ambition: to make it easier for everyone in Britain to eat well, regardless of their circumstances. And we go about this by starting with evidence and then using it to convince policy makers, business leaders and investors to take action.

At the heart of what we do is changing the environments in which we are all making decisions about what to eat, so that those environments make healthy and sustainable choices more affordable, accessible and appealing. Rebalancing the food system so that it is not so dominated by junk food and meat and dairy is challenging because you're fighting against some big commercial incentives, but in our first seven years we've influenced some important commitments by both policy makers and businesses. Progress always feels too slow, but change is definitely happening.

We're also a collaborative bunch. I feel strongly that charities with aligned missions should not compete with one another, and so we try and reflect that approach in our extensive network of partnerships with civil society organisations and academics. If you join us you will quickly develop an extensive network.

If you want to be part of a team making change happen, here and now, then please consider applying. We would love to hear from you.

**ANNA TAYLOR**

Executive Director



The Food  
Foundation





# ABOUT US

The Food Foundation is a young, dynamic, impactful and independent charity working to influence food policy to support healthy and sustainable diets, especially for those on a low income.

Working at the interface between academia and policy makers (parliamentarians, civil servants, local authorities, business leaders) we use a wide range of approaches to make change happen. This includes events, publications, media stories, social media campaigns and multi-stakeholder partnerships. We work with many partners on a range of different thematic areas, working closely with academics to generate evidence and campaigners who can drive change. We are independent of all political parties and businesses, and we are not limited by a single issue or special interest. We work with others who believe there is a problem with the system and want to change it. No two days are ever the same and the team thrives on working together to meet new challenges. We have a terrific and dedicated group of trustees and expert advisers who support our work.

During our first 7 years, we have become a vital part of the food ecosystem - depended on by business, government, civil society and the media for evidence and advice; and have helped to deliver some major policy and business commitments which make it easier for those on a low income to eat well.

Good food has the potential to transform social well-being in Britain and have major impacts on the incidence of disease and disability. Seven million people in the UK are living in poverty and facing food insecurity; four million of them are children and consumption of harmful junk food is at record levels.

We believe everyone in the UK deserves access to an affordable healthy diet. We have various projects to reach different groups to improve children's diets, increase vegetable consumption, influence food policy and inspire change in food and retail businesses & how investment works. We are a small charity that has grown thanks to our success in responding to government announcements, quickly gathering interest and advocating in dynamic ways to create change in the food system.

- Our small enthusiastic and dedicated team makes us agile
- Our search for evidence-based solutions makes us impactful
- Our skills in shaping powerful coalitions and harnessing citizens' voices makes us collaborative.
- Our drive to identify new opportunities for action, and test new levers for change makes us innovative.

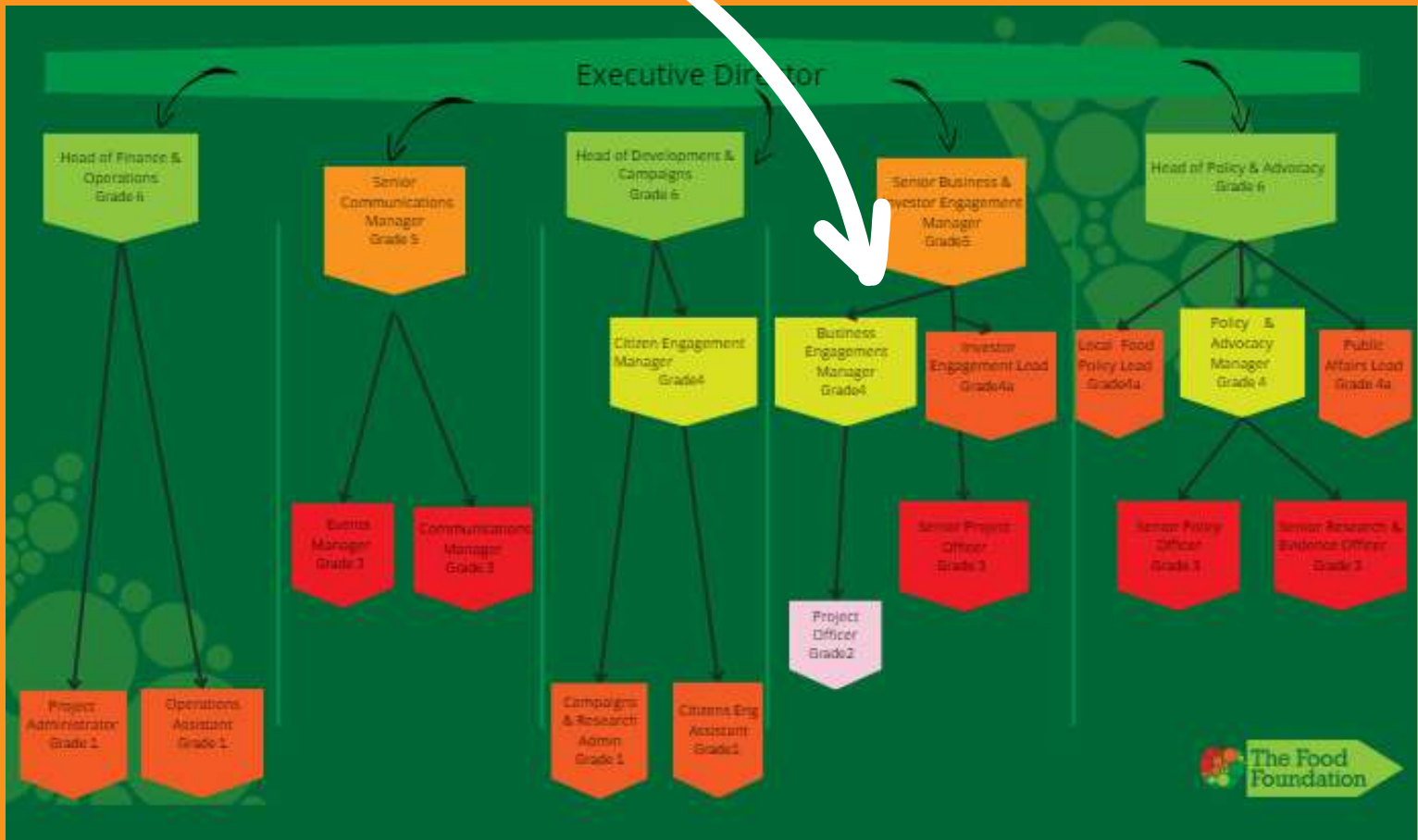


The Food  
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# MEET OUR TEAM

Where you will be!







## OUR BENEFITS

- 25 days holiday per year, plus bank holidays.
- Pension with 5% employer contribution.
- A flexible approach to working hours, patterns and location.
- Access to training and personal development opportunities.
- Cycle to work scheme.

## OUR VALUES

- Collaborative
- Creative & innovative
- Trustworthy & credible
- Bold & impactful



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# SOME OF OUR RECENT ACCOMPLISHMENTS

## Increasing veg consumption

Through our PEAS PLEASE INITIATIVE we aim to increase veg consumption through engagement with businesses, public authorities and communities. In the final year of funding for the programme:



1. Our business pledgers have delivered 1.2 BILLION additional portions of veg since 2018, up from 771 million last year
2. We funded 54 COMMUNITY-BASED PROJECTS involving 88 of our citizen advocates to test approaches for encouraging more people to eat veg, reaching approximately 2,700 people.

## Improving children's food



**WE AIM TO TACKLE** childhood food insecurity and inequalities in childhood obesity. Our objective this year focussed on extending FREE SCHOOL MEALS – particularly as an emergency intervention in the cost of living. We also have also focussed on increasing uptake of HEALTHY START. Our campaigning this year has helped secure:

schools in London: £130MILLION of emergency funding set aside to expand provision of FSM to all Key Stage 2 children in London's state schools for the academic year 2023/4. An estimated 287,000 more children are set to benefit.

1. An extension of Free School Meals (FSM) to all children in primary

2. 17 LOCAL AUTHORITIES (2022: 3) in England are signed up to implement and evaluate the automatic enrolment of children eligible for free school meals onto the scheme.

## Inspiring business and investor engagement

**WE WANT COMPANIES TO BE MORE ACCOUNTABLE** for the health and environmental impacts of their businesses. Our business and investor engagement has helped to secure:

1. Six supermarkets now publicly report data on their sales which come from healthy foods and have also set targets. Three supermarkets now publicly report data on their sales which come from fruit and veg and have also set targets. The numbers were five and two respectively last year, as Waitrose has now set a target and discloses sales data for both HFSS foods and fruit and vegetables.

2. Four retailers have taken action to improve access to affordable healthy food in line with our Kids Food Guarantee asks
3. The Investor Coalition for Food Policy now has membership from over 30 (2022: 23 investors) investors, with £6 trillion in assets under management. 120 people attended our first Investor Summit in February 2023.



## Influencing food policy



**WE AIM TO CHANGE** food policy to deliver a much healthier, sustainable and more affordable diet through changing the food system. Our policy engagement work has helped to secure:

1. The Food Foundation as a go-to source of evidence on food insecurity and dietary inequalities, our food insecurity and food prices trackers and blogs had just under 49,000 views (2022: 35,000) and our flagship Broken Plate 2023 report has been viewed 14,233 times (2022: 7,386).
2. An inquiry into the adequacy of benefit levels by the Work and Pensions Committee following our advocacy on the disproportionate

levels of food insecurity among benefit claimants.

3. Establishment of the Health Working Group of the Food Data Transparency Partnership which can serve as a stepping stone towards mandatory reporting for food companies on the transition to healthy and sustainable diets
4. Launch of Recipe for Change in collaboration with Sustain and OHA. This is a new campaign calling for a food industry levy which builds on the success of the Soft Drinks Industry Levy
5. A comprehensive food strategy formally launched by Birmingham City Council

Further Information can be found in the Annual Report on our website.







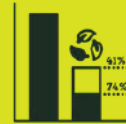
**Improving** children's diets



**Increasing** vegetable consumption



**Influencing** food policy



**Inspiring** change in food businesses and investment

## LOCATION

Most of our staff work hybrid and some work remotely. We have an office in the heart of vibrant Brixton. We share our office space with many other small charities. There are resident dogs and social events for staff in London.

## OUR VISION

We believe in a sustainable food system which delivers health and wellbeing for all.





# OUR STAKEHOLDERS





# BUSINESS ENGAGEMENT LEAD

**Hours:** Full Time, 37.5 hours per week (willing to consider part time, minimum 3 dpw)

**Salary:** London Hybrid £38,000 to £43,500 pro rata (dependent on experience)

**Salary Grade:** Manager, G4

**Contract: Fixed Term: August 2024 to May 2025.**

**Requirements:** An clean DBS check, obtained through The Food Foundation, right to work in the UK, and two references.

**Working pattern:** Our office is in Brixton, London. Our preference is for the candidate to be office based; we operate a hybrid working policy that required two days weekly in the office. However we may consider fully-remote working for the right candidate if you are based far from London.

**How to Apply:** On the last page of this job pack

## Job Purpose:

We are looking for a collaborative and engaging lead to work in our Business and Investor Engagement (B&IE) team to grow and build relationships with the UK food sector. This role will oversee the charity's engagement with the business community, with a particular focus on the Out of Home and manufacturing sectors. This involves having strategic oversight of and managing relationships with businesses across the UK food system and positioning ourselves as insight-led critical friends.

The B&IE team engages major food businesses on actions they can take to shift the UK towards more healthy and sustainable diets in order to tackle food system issues such as climate change, nature loss, diet related disease and dietary inequalities. We provide insight and analysis underpinned by our Plating Up Progress benchmark to support and hold businesses to account in increasing sales of healthier and more sustainable foods and in shifting towards more responsible business practices.

The business engagement lead will work closely with the Senior Business and Investor engagement manager to build and develop relationships with the Out of Home and manufacturing sectors, oversee the Food Foundation's role in an exciting new partnership with a major broadcaster in support of more plant rich diets, oversee the delivery of our flagship report – The State of the Nation's Food Industry (SOFI) - and collaborate with civil society partners also working in this space. Previous line management experience is desirable but not essential.

This role would be well suited to a registered nutritionist or sustainable food systems expert with experience of working in or with industry and looking to make the move into the charity sector.

# MAIN RESPONSIBILITIES

## Business engagement

Hold the strategic relationship with the Out of Home (casual dining, quick service and catering) and manufacturing sectors. This part of the role is about being clear about the whole journey we are taking them on as well as thinking about how we collaborate with other civil society organisations to achieve our objectives.

Develop our senior level relationships with businesses. This includes working closely with the Executive Director and Senior Business and Investor Engagement manager on a process and activities for cultivating a small group of leadership businesses willing take a more proactive role in positively influencing national food policy.

Ensure that our focus on business transparency and disclosure on standardised health and environmental metrics is a core part of our engagement with both industry and policy-makers.

Work closely with our Head of Campaigns in liaising with businesses and organisations as part of a major new campaign in partnership with a UK broadcaster in support of plant rich diets that will run 2024-2025.

## Collaboration

- Work with other NGOs to collaborate on civil society action targeting food businesses and contribute to existing collaborations that the Food Foundation are members of.
- Work closely with our Head of Policy and Advocacy in order to ensure that our policy influencing aligns with our business influencing.
- Be the lead contact for relevant academic research collaborations where the Food Foundation is involved. Coordinate with the academic partners, input our views where relevant, and ensure any transferable learnings from the projects are shared with the wider Food Foundation team.
- Link with the local policy team to advise on approaches to working with food businesses in our local areas of interest, e.g. Birmingham and Kent.

## Strategy and insight

Support in coordinating the research, writing, and comms and engagement strategy for the annual SOFI report.

Contribute in research and writing for the Business and Investor Engagement's Team's series of investor and business briefings on food system issues.



# MAIN RESPONSIBILITIES (CONTINUED...)

## Project Management and Monitoring

Maintain good relationships with funders according to their requirements, and provide input to proposals and funding bids where relevant.

- Support the business and investor team's portfolio of programmes and projects, including on sustainable diets, corporate reporting, Plating Up Progress, and the SOFI report.
- Work closely with the Senior Business and Investor engagement manager to develop and implement project plans and deliverables; including roundtables, events and briefings.
- Ownership of our internal database and CRM system for tracking business progress against our key business asks for Plating Up Progress businesses, and in tracking the asks we are making of businesses to ensure we are taking a co-ordinated and coherent approach.
- Lead cross organisational teams in delivery of wider Food Foundation change objectives aimed at food businesses?

**This job description is intended as an outline indicator of general areas of activity only. The Food Foundation is a small charity and as such all staff are expected to vary their duties as necessary to meet the needs of the organisation.**





# PERSON PROFILE

## Technical Skills

- You have an excellent grasp of the business stakeholder audience; you know what makes them tick and can provide insight as to how to best engage them.
- You are able to build and maintain positive relations with businesses and NGO's
- You are curious about wider market and regulatory conditions and demonstrate a good understanding of how these conditions affect business behaviour and impact the shift to healthy and sustainable diets.
- You have knowledge of corporate social responsibility trends, reporting and transparency in support of reaching our Net Zero targets and healthier, more sustainable diets.
- You can write briefings and reports to suit varying audiences (technical and non-technical).

## Personal Skills

- You have experience of people management (Desirable)\*\*
- You are a friendly professional with the ability to communicate and influence at all levels across the organisation and externally.
- You work collaboratively as part of a team to solve problems with professionalism and an impact focused approach.
- Strong presentation skills and confidence in speaking to external audiences.
- Excellent communication skills, both written and oral.
- Ability to problem solve and manage risk.
- Ability to work independently and manage own time effectively.
- Open to giving and receiving challenging viewpoints.
- You are adaptable to work to requests and projects that may vary from day to day changing to meet organisational objectives.
- You are able to identify key or underlying issues in complex situations, making recommendations as required.
- Willingness to travel for meetings and networking events.
- A confident networker who enjoys building connections and relationships with new people.
- You have a commitment to building equitable, diverse and inclusive policy.

**\*\* The current post holder manages one person, a project officer.**

**For potential applicants who do not have line management experience, we can rearrange responsibilities in the team and offer this maternity cover role as a non-managerial position.**

**This would be at a different scale and salary range, between £37,000 to £41,050**



# HOW TO APPLY

**Deadline to apply: 9am, Monday 22nd April 2024**

Please note applicants must be eligible to work in the UK. To apply for this role email [office@foodfoundation.org.uk](mailto:office@foodfoundation.org.uk) (with 'Business Engagement Lead' as the subject) with a cover letter and up to date CV. Use your cover letter to:

- Explain why you want the role.
- Indicate your current work status and (if applicable) the period of notice you are required to give your current employer
- Briefly describe how you meet the skills section of the person's profile.
- Describe your own lived experience, understanding and/or ally-ship of the issues surrounding equality, inclusion and diversity.
- Include where you saw this role advertised.

## The Recruitment Process

Our recruitment process aims to see candidates at their best, that's why we set out the process from the beginning. There will be two rounds of interviews. Candidates who are shortlisted will be invited to a virtual interview where you will be asked to complete a small task, followed by your interview with our recruitment team. If you are successful at the first stage, you will be invited to a second interview, likely held at our office in Brixton.

The Food Foundation is committed to creating a diverse work environment, as we know a diverse workforce brings with it a diversity of ideas, thinking and different ways of working which enhance what we do. We recognise we have work to do to improve diversity and inclusion within our organisation. We welcome and encourage applicants from underrepresented backgrounds to apply.

A DBS check plus two references will be required if the role is offered. We may not be able to respond to all applicants due to the high volume of applications

