

Role Description: Communications Lead

Good Food Oxfordshire

Organisation	Good Food Oxfordshire (GFO)
Job title	Communications Lead
Responsible to	CEO
Location	Oxford, Oxfordshire (Hybrid). In-office on Wednesdays (team day); otherwise flexible.
Contract	Permanent
Hours	0.4–0.5 FTE (2–2.5 days per week). Flexible working arrangements welcome.
Salary	£38k pro rata

About Good Food Oxfordshire

Good Food Oxfordshire (GFO) is a not-for-profit organisation working to build a sustainable and healthy food system across Oxfordshire. We bring together a diverse network of individuals, community groups, and organisations to drive positive change in how food is produced, distributed, and consumed. Our mission is to ensure that everyone in Oxfordshire has access to good food that benefits both people and the planet.

GFO also hosts OxFarmToFork, the UK's first regenerative B2B online marketplace, connecting local agroecological growers with Oxford University colleges and other local buyers.

Purpose of the Role

The Communications Lead will own GFO's communications across both the organisation and OxFarmToFork project to grow our reach, amplify the work of our network, and help translate the work we do into income and impact. That means building and delivering a coherent annual comms plan and maintaining a consistent and compelling presence across our channels.

The Communications Lead will shape how GFO presents itself to the world and make sure our communications work hard for the organisation.

Key Responsibilities

1. Communications Strategy and Planning

- Develop and own GFO's annual communications plan, covering both GFO and OxFarmToFork projects, with clear goals, audiences, channels, and success measures.

- Identify and make the most of connections between GFO's projects and OxFarmToFork activity, ensuring our storytelling reflects the breadth and coherence of our work.
- Advise the CEO and project leads on communications priorities and timing throughout the year.
- Track and report on communications performance, using data to inform decisions about content, channels, and audience engagement.

2. Content and Channel Management

- Write and publish content across GFO's digital channels, including social media (primarily Instagram, LinkedIn, and Facebook), the website, email newsletters, and blogs.
- Manage the social media presence for both GFO and OxFarmToFork: planning content calendars, writing copy, scheduling posts, and responding to engagement.
- Monitor and actively work to grow engagement metrics across key platforms, using platform analytics to understand what's working and adjust accordingly.
- Maintain and update GFO's website, including campaign pages, news, and project updates. Basic CMS maintenance; more significant design or development work can be contracted out.
- Write and distribute press releases and support media relations when opportunities arise.

3. Project and Campaign Communications

- Provide communications support for GFO projects and campaigns across their full lifecycle, from initial promotion through to impact reporting. This includes campaigns such as the Great Big Green Lunch, the Pumpkin Festival, and the WISH initiative.
- Develop audience-appropriate messaging for OxFarmToFork, including communications aimed at potential producers, institutional buyers, and the wider public.
- Support the production of funder reports and stakeholder updates by providing communications evidence and impact content.
- Brief and manage external contractors for specialist design work as needed.

4. Stakeholder Communications

- Support GFO's member network communications, helping to keep network members informed, engaged, and connected to GFO's work.
- Help develop and maintain a CRM approach to stakeholder communications, ensuring key audiences receive timely and relevant updates.
- Organise events, including invitations, programmes, and follow-up content for GFO events such as the Food Summit and Annual Celebration.

Person Specification

Essential

- Demonstrable experience in a communications role, with responsibility for content creation and channel management.
- Strong writing skills across different formats and audiences: social media copy, newsletters, web content, and longer-form pieces.
- Solid understanding of social media platforms and how to grow and sustain audience engagement, including use of platform analytics.
- Ability to develop and deliver a communications plan, not just execute individual tasks.
- Comfortable with basic website maintenance using a standard CMS (e.g. WordPress or similar).
- Organised and self-directed, able to manage a varied workload and meet deadlines with limited day-to-day oversight.
- Genuine interest in food sustainability, community development, or the social/environmental sector.

Desirable

- Experience working in or alongside a charity, non-profit, or membership organisation.
- Familiarity with email marketing platforms (e.g. Mailchimp or similar).
- Experience using or managing a CRM system for stakeholder communications.
- Understanding of SEO basics and how to apply them to web content.
- Experience commissioning or briefing design or creative contractors.

We particularly welcome applications from candidates with a range of lived experiences. If you don't meet every criterion but believe the role is a strong match for your skills, we'd still like to hear from you.

Terms and Conditions

Salary	£38k pro-rata to contracted hours. Annual salary reviews. GFO is an Oxfordshire Living Wage employer.
Pension	8% total contribution (5% employer, 3% employee).
Holiday	25 days plus 8 bank holidays, pro-rata.
Working hours	0.4–0.5 FTE. Core hours 9am–3pm. Flexible arrangements encouraged.
Location	Hybrid. Office base at Makespace, Oxford. Wednesday in-office required.
Training	Training and development budget provided. Quarterly reviews with CEO.
Travel & tech	Budget provided to support work needs.
Other benefits	Cycle to work scheme; free tickets to key sector events including Oxford Real Farming Conference, access to Makespace facilities and Share Oxford Library of Things.

GFO has Acas-aligned parental, menopausal, and DEI policies, and is committed to providing reasonable adjustments and accommodations for individuals with disabilities.