



JOB PACK

PR Manager

#WeAreFoodCycle

www.foodcycle.org.uk

FoodCycle is an equal opportunities employer.



ABOUT FOODCYCLE

FoodCycle has been nourishing communities with food and conversation for 15 years. Every week, thousands of volunteers across the country transform surplus food into healthy, nutritious meals for anyone that would like them, no questions asked. Each community meal offers a safe, warm space to enjoy a free cooked meal and company, which helps guests save on food and electricity bills.

At a FoodCycle community meal you'll see people from all backgrounds and walks of life, coming together. From low-income families, the elderly, refugees and those that may be homeless. Everyone is welcome at FoodCycle. By bringing people together in this way, FoodCycle is tackling hunger, loneliness, improving mental wellbeing, strengthening community spirit as well as promoting sustainable diets.

OUR AIMS



Connect communities

Help strengthen and build resilient communities by bringing people together to share healthy, delicious meals.



Support mental health and wellbeing

Enhance the health and mental wellbeing of all by creating welcoming spaces for people from all backgrounds and walks of life to have conversations together.



Nourish the hungry

Improve nutrition and reduce hunger by cooking healthy meals for those in need, leading to improved food knowledge and changes in behaviour.



Promote sustainability

Change attitudes to food and society's impact on the environment by cooking with surplus ingredients.



Inspire change

Share the virtues of our community dining model and the voices of our guests to gain greater support and speed our expansion, enabling us to help more people and more communities.

A MESSAGE FROM THE CEO



Welcome - we're delighted to see that you're interested in joining FoodCycle. People are at the heart of everything we do from our volunteers, guests, supporters, organisations and of course our dedicated staff team.

Now in our 15th year of operation I'm sad to say that our meals are needed more than ever. 4.2 million children in the UK are growing up in poverty, 76% of our guests worry that their financial position will get worse and loneliness and lack of nutrition in diets is having a negative impact on both physical and mental health.

We know that community dining acts as a social anchor for many and has huge benefits to our guest's physical and mental wellbeing. We're on a mission to bring our community meals to as many towns and cities as we can and we need amazing people like you, to help us get there.

If you care about people, have a taste for nutritious food, and really want to make a difference to people, communities and the planet, then we think you'd fit right in!

Sophie

2023 IN NUMBERS

127,587 COMMUNITY MEALS* SERVED

83 LOCAL COMMUNITIES SUPPORTED

239 TONNES OF SURPLUS FOOD SAVED

5,849 VOLUNTEERS DONATED
133,295 HOURS OF THEIR TIME

214,461 HOURS SPENT ENGAGING WITH OUR GUESTS**

92% OF FOODCYCLE GUESTS SAID THAT COMING TO A FOODCYCLE MEAL MAKES THEM FEEL HAPPIER

*A community meal is a two or three course meal cooked and served by FoodCycle volunteers and eaten by our community of guests and volunteers.

**total contact time through Community Meals, takeaway service or Check-in and Chat calls

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PR Manager

About the role

Position Title: PR Manager

Reports to: Head of Marketing

Hours: 22.5 hours per week (0.6 FTE) with flexible working options

Pay: £32,000 - £34,000 per annum pro rata (inclusive of London weighting) depending on experience

Location: Home based with option to work from London Office (Nine Elms/Vauxhall). Some travel to London, Manchester and our Community Meals will be required.

Contract: Permanent

Position Summary

We're looking for a highly motivated communications professional who is passionate about supporting the growth of FoodCycle and working to help people understand the many benefits of community dining.

We've grown a lot over the last 15 years and our weekly community meals now run in more than 85 towns and cities across England and Wales. This role is vitally important in supporting our growth - we have plans to reach 100 Community Meal Projects by the end of this year as well as launching new initiatives that will help us support more families and children.

The post holder will work closely with the Head of Marketing and the wider marketing team to develop campaigns and plans that will get as many people as possible talking about FoodCycle's work, enhance our visibility and become the leaders in delivering and promoting community dining.

Roles and Responsibilities

Regional media outreach - supporting new and existing Projects with the creation and distribution of a press releases and setting up interviews and/or media visits.

National media – work closely with the Head of Marketing on a strategic plan to target relevant national media opportunities, articles and features.

Digital media and SEO – work closely with the rest of the marketing team to ensure online coverage supports SEO work and drives website visits.

Reactive media – respond to all media enquiries in a timely manner.

Media training and spokespeople – Provide media training and/or briefing support to staff, volunteers and guests as and when relevant and review the process to make sure that it remains relevant.

Case studies – work closely with the case study team to help gather case studies that can be used in media and ensuring that the correct consent procedures are always followed.

Consent and safeguarding – ensure that this is always a number one priority, especially when dealing with people that may be more vulnerable.

Campaigns – provide support for any planned campaigns or special events, this could include volunteer recruitment, corporate partner activity or fundraising campaigns.

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Monitoring and analysis – monitor and report on all media coverage and opportunities for internal purposes and board reports.

Person Specification

	Essential	Desirable
Proven Experience of	<ul style="list-style-type: none"> Working within media or PR with a demonstrable track record of securing high quality media coverage. Building and developing strong relationships with a range of stakeholders. 	<ul style="list-style-type: none"> Working with vulnerable people and the challenges around safeguarding, consent and the media Working within charity, food or hospitality sectors
Skills, knowledge, ability	<ul style="list-style-type: none"> Knowledge of the media landscape, both national and regional and across traditional media outlets, digital platforms and podcasts. Great storyteller, creative and comfortable working with various media (national and regional), stakeholders, teams, supporters, volunteers and our guests Ability to craft a press release, pitch a story, work with case studies and write blog posts Strong verbal and written communications skills and a great eye for proofreading. Tracking and evaluating media coverage. Strong news sense, with an eye for a story. 	<ul style="list-style-type: none"> Campaigning, policy or fundraising media or public relations Awareness of issues relating to food poverty, social isolation and food sustainability.
Personal Attributes	<ul style="list-style-type: none"> Good self-management skills, able to work independently and as part of a team, using own initiative and being flexible and adaptable. Able to manage and prioritise clashing deadlines and requests from multiple teams. Personal, warm, and enjoys meeting people from all backgrounds and walks of life. Can-do attitude, proactive and collaborative. 	

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Values	<ul style="list-style-type: none"> • Honest and trustworthy • Understanding and commitment to FoodCycle’s vision, mission and aims. • Passion for food and people 	
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Working at FoodCycle

Holidays: 26.5 working days (this includes 3.5 days for the Christmas close down) Plus additional holiday for length of service, up to a maximum of 30 days.

Pension: Staff are automatically enrolled after three months into our pension scheme unless you choose to opt out.

Flexible working: We encourage flexible working and allow staff to manage their own schedules. Some roles will require occasional evening and weekend working.

Health Care: Allows staff to claim money back on healthcare bills and includes access to telephone counselling and online GP appointments.

Wellbeing Hour: Staff are encouraged to one hour per week (on top of their regular break time) to use for their personal wellbeing. This could involve taking a walk, going to the gym or having a longer lunch break.

Training: We believe in the development of our staff - we are committed to providing relevant training and development opportunities to all staff.

Equipment: Whilst working with FoodCycle you will be provided with a work mobile and laptop.

Equal Opportunities: FoodCycle is an equal opportunity employer and values diversity.

London Head Office: For those that live within commutable distance of Vauxhall, we have a Head Office where you can choose to work from.

Team away days and socials: With a workforce based all over the UK we have annual all team in-person, away day, team get-togethers, regional socials, virtual all team check-ins and informal on-line catch-ups – we’ve even started a virtual book club!

The role advertised is ‘Regulated Activity’ and as such is not exempt from the Rehabilitation of Offenders Act 1974 . Successful candidates will be subject to an enhanced DBS disclosure check

Applying for this role

What to send: A note stating how you meet our person specification and a CV

Deadline for your application: 11.59pm on 23rd April 2024

Interview process: Shortlisted candidates will need to complete a 30 minute task prior to being invited to interview (likely to be sent between 26th-30th April).

Interviews: planned for 10th May 2024

Safeguarding statement

Safeguarding is everyone’s business – FoodCycle is committed to safeguarding and promoting the welfare / wellbeing of children, young people and adults at risk. It expects all staff and volunteers to share this commitment.

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