

JOB DESCRIPTION: London Food Link Campaigns Officer



0.6 FTE (21 hours / 3 days per week)

Sustain: The alliance for better food and farming www.sustainweb.org

Salary:	£28,138 per annum pro rata, so equates to £16,883 0.6 Full Time Equivalent (FTE). Sustain matches pension contributions up to 5% of gross available after probationary period
Working Hours:	0.6 FTE (3 days per week) with potential for more days subject to fundraising
Contract:	Fixed-term contract, 1 year with possibility for extension subject to funding.
Reporting to:	Programme Director
Location:	Sustain's office, The Greenhouse, 254-255 Cambridge Heath Road, London, E2 9HA with London based travel..
Holiday:	20 days pro rata per year, plus statutory holidays and rising annually. This equates to 12 days Basic Annual Leave for 0.6 FTE post.
Applications:	CV and cover letter on why you are suitable for the post to recruitment@sustainweb.org

Closing date for applications: 10 am Monday 10th December 2018.

Background

The Campaigns Officer will lead on the Good Food for London report, associated campaign activities and support other Sustain campaigns in London through engaging supporters to take action.

They will also manage the London Food Link network and be involved in developing and running discrete projects for the network.

In particular they will be responsible for:

- The Good Food for London report (our key annual campaign and report) working with campaign partners and Sustain staff and involving support to local authorities to ensure survey responses and follow up on performance.
- London Food Link network activities and communications including supporter development and the online/printed Jellied Eel magazine.
- Supporting London based campaign activities, alongside other Sustain campaigns including London Food Poverty Campaign, Sugar Smart and Veg Cities.

The post holder will also develop and run other relevant project activities and input into a developing work plan for the year and fundraising activities.

www.londonfoodlink.org
www.thejelliedeel.org

Objectives

You will be expected to set priorities in a large and varied workload, which may change as the campaign teams strategy develops, and other external opportunities arise.

Key objectives of the role include:

- Production and dissemination of the GFFL 2019 report, with follow up online action.
- Influencing and supporting GLA and local councils to develop good food policies, strategies and programmes.
- Supporting a new London-based Good Food Retail project to work with London Boroughs.
- Running 4 online actions to support Sustain campaigns with a London focus.
- Managing LFL supporter database and subscriptions.
- Organising 3-4 LFL networking events/ workshops and representing LFL at other events.
- Running supporter recruitment/promotions to increase number of supporters.
- Delivering an LFL communications plan to create and implement a support journey using online and printed JE magazine, social media and the Good Food Map.
- Input into developing funding and income streams.

Tasks and responsibilities

Good Food for London

The officer will draft, produce, launch the report and run online actions to engage citizens and encourage further action by local authorities. They will also be involved in working with partners, agreeing the scope and focus on the report and identifying sources of funding.

Data collection, analysis and report writing

- Reviewing survey questions report focus and measures to set clearer goals.
- Meeting with project partners.
- Compiling and collecting data from Local Authorities.
- Liaison and data collection from partners.
- Data analysis and report writing, including liaison with head of design.

Supporting and lobbying local government to adopt good food policies, including:

- Targeting and supporting councils to improve their support for good food.
- Attending relevant meetings and events including the London boroughs group.
- Running and attending GFFL and London Food Link events as appropriate, including launch event.

LFL Networking & Communications

- Implementing events plan including meet-up events, an income generating event, Urban Food Awards and Urban Food Fortnight.
- Compiling and coordinating regular JE articles (1-2 per month) and news items (1-2 per week) and working with volunteers to commission articles.
- Maintaining social media presence, sending regular Mailchimp news and increasing the audience for news and on social media.
- Reviewing the scope and funding options for printed Jellied Eel with Programme Director
- Maintaining LFL supporter benefits, discounts, webpages and processing and reviewing subscriptions.
- Developing, consulting and piloting new ideas to build the network.

All London Campaigns

Supporting Good Food Retail activities

- Supporting Campaign Coordinator on emerging good food retail work through research, liaising with councils, promotion and organising workshops and meetings.

Generating media attention and raising public awareness and support for campaigns:

- Developing a London based campaign plan with Sustain Campaign Coordinators including London Food Poverty Project, Veg Cities and Sugar.
- Using appropriate methods and communications, including online actions, Social media and email newsletters to get people to take actions and increase the number of campaign supporters
- Creating a social media plan for the GFFL report and any other relevant campaign
- Presenting / speaking at conferences
- Writing media releases, articles and other media stories and creating events and activities of interest to the media
- Preparing and distributing campaign materials and updates

Other duties

- Recruiting and managing volunteers
- Collecting monitoring and evaluation data
- Researching and consulting on ideas for areas of work
- Identifying opportunities for raising money, with the Programme Director
- Preparing and submitting funding applications / requests and progress reports
- Assisting with other relevant London food Link network and London campaign tasks
- Other duties which may arise from time to time.

Personal Specification

Essential

- Commitment to developing sustainable food and farming
- Understanding of the London context i.e. challenges and opportunities in relation to food and farming
- Experience of working on a food-related project or campaign
- Excellent oral and written communication skills, with strong attention to detail and experience of writing news, newsletters and social media for work purposes
- Experience of organising events and willingness to give presentations, talks and workshops
- Excellent time management and organisational skills
- Ability to use excel to manage data
- Excellent interpersonal skills and experience of working in a team
- Experience of working with networks or building a supporter base
- Interest in developing a good understanding of campaigning and London Food scene

Desirable

- Experience of working with community food projects or food enterprise
- Experience of working with volunteers
- Experience of producing leaflets, websites or other communication materials including reports and of working with Mailchimp
- Experience of public speaking, training or running workshops
- Experience of building relationships with diverse organisations
- Experience of meeting funding requirements and submitting funding bids
- Understanding of food policy or experience of working with local government

- Knowledge of London food scene

To apply please send a CV and covering letter (max 2 sides) stating how you meet the requirements of the job to recruitment@sustainweb.org by 10am on Monday 10th December. Please tell us how you found out about the job.

We will notify successful candidates by Thursday 13th December. Interviews are likely to take place on Monday 17th December.

We are unable to accept late applications (even if you have email problems). We are only able to contact those invited to interview and are unable to give feedback to candidates not invited to interview.

Equal opportunities

Sustain is an equal opportunities employer. See our equal opportunities policy: www.sustainweb.org/pdf/Sustain_Equal_Opps_Policy.pdf

We encourage applications from anyone with relevant skills and interests, but regret that we are unable to assist with finding accommodation or with visa applications.

The Sustain alliance is a registered charity (no 1018643) and a company limited by guarantee, which is registered in England and Wales (no 02673194). Registered office: The Greenhouse, 254-255 Cambridge Heath Road, London, E2 9HA