

## JOB DESCRIPTION: London Food Link Project Officer

0.6 FTE (21 hours / 3 days per week) until end of September  
2018



Sustain: The alliance for better food and farming [www.sustainweb.org](http://www.sustainweb.org)

Salary:	£30,141 per annum pro rata, so equates to £18,085 on 0.6 Full Time Equivalent (FTE). Sustain matches pension contributions up to 5% of gross salary.
Working hours:	0.6 FTE (3 days per week) with potential for more days subject to fundraising
Contract:	Fixed-term contract for one year with extension subject to funding.
Reporting to:	Programme Director
Location:	Sustain's office Bethnal Green, East London. Travel within London is required, together with occasional travel outside London.
Holiday:	20 days basic annual holiday, pro rata 0.6 FTE (equating to 12 days per annum) rising two days every year to a maximum limit of 25 days (pro rata), plus bank holidays. The office closes over the Christmas period, and this period provides additional holiday days.
Applications:	CV and cover letter on why you are suitable for the post to <a href="mailto:recruitment@sustainweb.org">recruitment@sustainweb.org</a>
Closing date for applications:	Monday 23 March at 12pm (please note that we cannot help with last minute technical problems so please try to get your application in early)
Other benefits:	Childcare vouchers available on a 'salary sacrifice' basis

Interviews are likely to take place on Wednesday 1<sup>st</sup> April.

As we are recruiting for several positions over this period, please add LFL to the subject line of your covering email along with your name.

This role is based within Sustain: The alliance for better food and farming which advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, enrich society and culture and promote equity. We represent around 100 organisations working internationally, nationally, regionally and locally.

### Overview

The Project Officer will be involved in a range of communications and campaign-related activities. This includes leading on the Good Food for London Report, coordinating our London Food Link supporter network and communications including the Jellied Eel magazine, and promoting Sustain's campaigns to our London audience.

[www.londonfoodlink.org](http://www.londonfoodlink.org)  
[www.thejelliedeel.org](http://www.thejelliedeel.org)

## Work Objectives

You will work with the Programme Director to set priorities in a large and varied workload, which may change as campaigns develop or other external opportunities arise.

Key objectives include:

- Coordinating, publishing and dissemination of the **Good Food for London (GFFL) Report 2020** and organising associated communications.
- Supporting local authorities to ensure participation in GFFL and encouraging them to take action on good food.
- Managing **London Food Link supporter database**, our Good Food Map and running supporter recruitment/promotions to increase number of paying supporters.
- Planning LFL communications to increase reach and engagement, covering online and printed JE magazine, newsletters and social media.
- Commissioning, writing and editing the **online and printed Jellied Eel magazine**
- **Running LFL network activities and events** and supporting delivery of Urban Food Fortnight and the Urban Food Awards.
- Using London communications channels and networks to **promote Sustain campaigns** including Fish Cities, London Food Poverty Campaign, Sugar Smart, Veg Cities and the emerging Climate Change and Nature campaigns.
- Input into developing funding and income streams.

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.

## Roles and responsibilities

### 1. Good Food for London

The officer will coordinate, draft, produce and launch the report and organise complementary activities and communications to engage citizens and encourage further action by local authorities. They will build relationships with our partners, input into the scope and focus on the report and identify additional funding.

#### *Data collection, analysis and report writing*

- Reviewing good food measures in the report and associated survey questions.
- Meeting and liaising with project partners.
- Collecting and compiling data from Local Authorities and partners.
- Researching and writing case studies.
- Analysing and verifying data 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 food group.
- Running and attending GFFL and London Food Link events as appropriate, including launch event.

### 2. LFL Networking & Communications

- Working with volunteers to commission, write and edit regular online JE articles (1-2 per month) and news items (1 per week).
- Planning, commissioning and editing the Jellied Eel print mag (3 times a year) *(please note this is currently being reviewed with potential for additional support with editorial process)*

- Maintaining social media presence, sending regular Mailchimp news and increasing the audience for news and on social media.
- Building relationships with existing and potential supporters and maintaining benefits, discounts and websites.
- Managing and processing supporter database and Good Food Map.
- Implementing events plan including networking events, testing meet-up events, and organising income generating events e.g. Urban Food Awards.
- Developing, consulting and piloting new ideas to build the network.
- Reviewing funding options and building relationships with sponsors for printed Jellied Eel with Programme Director

### **3. Supporting Sustain Campaigns**

- Creating a social media plan for the GFFL report and any other campaigns relevant to London including London Food Poverty Campaign.
- Identifying ways to promote other Sustain campaigns and associated online actions to London audiences through events, Jellied Eel mag, and social media and email newsletters.
- Input into campaign planning with Sustain Campaign Coordinators and identifying new London based campaigns where appropriate.
- Supporting emerging Good Food Retail work through research, promotion and helping with workshops and meetings.
- Representing Sustain campaigns at relevant events / conferences.
- Writing media releases, articles and other media stories and potentially creating actions and activities of interest to the media.

### **4. 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
- Delivering additional small project or activities as required,
- 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 manage large amounts of data with excel spreadsheets
- 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 project management
- 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](mailto:recruitment@sustainweb.org) by midday Monday 23<sup>rd</sup> March. Please tell us how you found out about the job.

We will notify successful candidates by Friday 27 March. Interviews are likely to take place on 1 April.

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](http://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**