



Job Description

Job Title:	Press and Communications Manager
Position Type:	Paid/Part time
Reports to:	Chief Executive
Based at:	School Food Matters, The Bridge, 7b Parkshot, London, TW9 2RD
Working Hours:	Three days per week, flexible
Salary:	£35,000-£37,000 depending on experience, equating to £21,000-£22,200 for 0.6 FTE
Pension:	School Food Matters matches pension contributions at 5% of pensionable earnings
Holiday:	19 days including bank holidays that fall on working days
Contract:	Permanent

About School Food Matters

School Food Matters (SFM) exists to teach children about food and to improve children's access to healthy, sustainable food during their time at school. We provide fully funded food education programmes to schools. Our experience delivering these programmes informs and strengthens our campaigns, bringing the voices of children, parents and teachers to government policy.

We are enjoying a period of rapid growth and want to share our stories with a wider audience. Our new strategy describes five priorities for 2020-2025; the first is to grow our profile to improve our charity's ability to influence government policy. The Press and Communications Manager will be supported by our Press and Communications Officer, Policy Officer and Social Media Officer.

Job Purpose

- To help make SFM the destination for media as the voice for food in schools
 - To create and implement a communications and social media strategy for School Food Matters
 - To increase media coverage for our work across all platforms (press, TV/Radio, digital)
 - To increase engagement on social media by 100%
 - To track media activity and produce quarterly reports for trustees
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Key Tasks include

- Managing press and communications team
 - Building relationships with journalists and developing a strong network of media contacts
 - Writing and issuing press releases and comments
 - Writing editorial and blog content as needed
 - Generating responses to news stories to be sent to relevant media sources, posted on our website and shared on social media
 - Maintaining up-to-date and accurate records of media contacts
 - Coordinating any video production or visual content across all SFM's projects
 - Maintaining the ethos of the charity and positively promoting our work at all times
 - The Press and Communications Manager will also undertake any other tasks relevant to the affairs of SFM that may arise from time to time. Therefore, being flexible and approaching the job with an open and positive mindset is essential!
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Person Specification

Essential

- Exceptional oral and written communication skills in fluent spoken and written English, with strong attention to detail and the ability to translate complex data and policies into accessible language and engaging stories and communication materials
- Experience of getting media coverage and established contacts with media outlets/journalists/bloggers
- Knowledge of issues around school food, children's health and food education
- Ability to work independently, with high levels of self-motivation
- Good project management, time management and organisational skills and the ability to work under pressure and to meet deadlines
- Energy, enthusiasm, creativity and tenacity

Desirable

- Experience of working within a network or coalition of campaigning organisations
- Digital campaigning and social networking skills

Applying for this job

Once you have thoroughly read this job description and had a careful look at our website, please send your CV and a short covering letter (maximum one side of A4) telling us:

- how you heard about this job
- why you want to work for us
- what makes you suitable for this role. Please refer to the experience and skills required

Applications must be submitted electronically to jane@schoolfoodmatters.org by midnight on **Wednesday 3 November 2021**. Interviews will be held at our offices at The Bridge, 7b Parkshot, London TW9 2RD on **Thursday 18 November 2021**. Please also fill in the anonymous equalities monitoring form [here](#) as part of your application.

Please note:

School Food Matters is committed to safeguarding and promoting the welfare children and young people and expects all employees to share this commitment. If you are offered employment, you will be subject to a Disclosure and Barring Service record check.

School Food Matters is committed to creating an inclusive work environment, where our team members are supported in expressing themselves and delivering their best work. So, however you identify and whatever background you bring with you, please apply if the role is one that would make you excited to come into work every day.

School Food Matters is only able to employ people who are entitled to work in the UK and cannot assist with work permit or immigration issues. We are unable to help find accommodation in London.

October 2021