



Job Description

Job Title:	Press and Communications Officer
Position Type:	Paid/Part time
Reports to:	Press and Communications Manager
Based at:	School Food Matters, The Bridge, 7b Parkshot, London, TW9 2RD
Working Hours:	3 days per week, flexible
Salary:	£30,000-32,000 FTE depending on experience, equating to £18,000-£19,200 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 Officer will support the Press and Communication's Manager and work with our Policy and Social Media Officers.

Job Purpose

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

Key Tasks include

- Seeking out and submitting applications for awards to celebrate the work of our charity
 - Writing editorial, case study and blog content as needed
 - Helping to boost our social media with particular focus on LinkedIn, Twitter, Facebook and Instagram
 - Diary planning to make best use of events and media moments to highlight our work in the media
 - Helping to maintain up-to-date and accurate records of media contacts
 - Coordinating any video production or visual content across all SFM's projects
 - Working closely with the Press & Communications Manager on media campaigns
 - 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

Applications must be submitted electronically to jane@schoolfoodmatters.org by midnight on Sunday 23 May. Interviews will be held on Tuesday 1 June.

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 by the Disclosure and Barring Service.

School Food Matters is committed to recruiting people on merit. We will endeavor to make new opportunities available to a wide variety of eligible candidates to promote diversity and equality of opportunity. We want to attract talented people from all backgrounds. This helps us to create a more complete workplace to better reflect the diverse communities we serve.

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.

April 2021

School Food Matters is working hard to be a diverse and inclusive organisation that understands better the complexity of issues around diversity, equality and inclusion. As part of this, we are changing the way we advertise and recruit for new posts to actively encourage applications from a more diverse group of candidates. We would appreciate if you could complete this **anonymous equalities monitoring** form alongside your application. The completed form will be held separately from your application and will be used to help us track the progress of our work to increase the diversity of applicants to new posts.

What is your ethnic group?

Choose one option that best describes your ethnic group or background

White

1. English/Welsh/Scottish/Northern Irish/British
2. Irish
3. Traveller
4. Any other White background, please describe _____

Mixed/Multiple ethnic groups

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other Mixed/Multiple ethnic background, please describe _____

Asian/Asian British

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Thai
14. Vietnamese
15. Any other Asian background, please describe _____

Black/ African/Caribbean/Black British

16. African
17. Caribbean
18. Black British
19. Black Asian
20. Any other Black/African/Caribbean background, please describe _____

Other ethnic group

21. Arab
22. Any other ethnic group, please describe _____

Prefer not to say

Which of the following best describes your gender?

- Female
- Male
- In another way _____
- Prefer not to say

Do you consider yourself to be a trans person?

- Yes
- No
- Prefer not to say

(Trans is an umbrella term to describe people whose gender is not the same as the sex they were assigned at birth.)

Which of the following best describes your sexual orientation?

Heterosexual / straight

Homosexual/ gay

Lesbian/ gay

Bisexual

In another way _____

Prefer not to say

What is your religion?

No religion

Christian (including Church of England, Catholic, Protestant and all other Christian denominations)

Buddhist

Hindu

Jewish

Muslim

Sikh

Any other religion, please describe _____

Do you consider yourself to have a disability?

Yes

No

Prefer not to say