

LESS CIC

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Registered Company no 6181400.

Company registered address: The Storey, Meeting House Lane,
Lancaster, LA1 1TH



February 2020

Dear candidate,

Thank you for downloading the Application Pack for the current vacancy at LESS for FoodFutures. Contained within this document are instructions on how to apply, a job description and information about the job, including a person specification.

LESS is a Community Interest Company, set up in March 2007 to:

1. Inform and educate people and organisations about sustainable lifestyles
2. Promote and provide sustainable solutions
3. Act as local agents for suppliers of products, systems and services for sustainable living.

As a Community Interest Company, LESS is a not-for-profit organisation.

As part of its work, LESS sits on the FoodFutures partnership and currently employs North Lancashire's FoodFutures coordinator.

This job is office-based in Lancaster.

Background to FoodFutures

FoodFutures is North Lancashire's award-winning regional food partnership that is working to build a collaborative community of practitioners, policy makers and researchers working on food matters in the local area. It is made up of representatives from the local farming community, local food businesses, the public sector, Lancaster City and County Council, NGOs, community food groups and our local academic institutions, including Lancaster University (LU).

In 2019 the partnership was awarded a Bronze Award from the National Sustainable Food Cities (SFC) network. (See application here).

We have now accessed funding from the national SFC network to enter into the Silver Award process. This is a key step forward since this is a relatively new award scheme and very few cities currently have silver. We will be placed into a group of 15 vanguard cities going for silver together and supporting each other nationally through learning and partnership.

This communications role will work alongside the FoodFutures coordinator to support the FoodFutures partnership in working towards a Silver Award.

More information about FoodFutures and LESS see www.foodfutures.org.uk

The timetable for this recruitment is as follows:

Application closing date: Sunday 1st March 2020 10:00pm
Short-listing: 2nd - 4th March 2020
Interviews: Monday 9th March between 14:30 – 17:30
Starting date: 30th March 2020, subject to negotiation

If you are short-listed for an interview, you will be notified by telephone and email. You may be required to undertake a short summary exercise and bring it to the interview. We will forward more details to you prior to the interview.

There will be the possibility of flexibility in the times you work, but we expect for at least half a day to be worked on a Monday or Wednesday to coincide with the FoodFutures coordinator.

How to apply

To apply please email anna@lessuk.org with a cover letter (two pages maximum), your curriculum vitae (CV) and details of two referees by the 1st March 2020.

Please refer to the Job Description and Person Specification when writing your cover letter.

References

Please provide the names and contact details of two people who can provide references. One should be from your current or most recent employer:

Referee 1

Name:
Organisation:
Position in organisation:
Contact details email:
Contact details phone:
Relationship to you:

Referee 2

Name:
Organisation:
Position in organisation:
Contact details email:

Contact details phone:

Relationship to you:

Job description

Job title: Food Futures Communications Coordinator

Responsible to: FoodFutures Coordinator, LESS Directors and the FoodFutures Partnership.

Salary: £20,701 pro rata (37.5 hours)

Hours of work: 15 hours per week.

A one year fixed term contract with the possibility that it may be extended for a second year.

Purpose of job: To work with the FoodFutures partnership and coordinator to raise the profile of North Lancashire's Food Futures work; ensuring effective internal and external communication and knowledge exchange.

Place of work: The Storey Institute with the possibility for home working. The post will involve some travel within Lancashire and occasionally further afield.

Responsibilities:

- 1) Develop and deliver a resilient and decentralised FoodFutures marketing strategy, with active participation and contributions from members of the FoodFutures partnership and wider network.
- 2) Co-ordinate a city wide campaign(s) as agreed by the FoodFutures partnership.
- 3) Use a wide range of communication media – press, radio, TV, social media, website, blogs and promotional materials - to effectively brand and publicise the work of the FoodFutures partnership; raising its profile at a local, national and international level.
- 4) Develop a consistent and credible message of food sustainability within a North Lancashire context.
- 5) Monitor and evaluate communications and campaign work to support timely reporting to all stakeholders and funders.
- 6) Represent FoodFutures and LESS at meetings.
- 7) Keep the FoodFutures online platforms up to date, including the Local Food Directory, FoodFutures website (to be built in March/April) and social media channels.
- 8) Support the FoodFutures coordinator with event promotion and organisation.
- 9) Organise three seasonal markets.

- 10) Support communications and public engagement work around FoodFutures strategy and food charter development.
- 11) Support FoodFutures in identifying and securing income and resources to sustain a marketing plan beyond this funding period.

Person Specification

Essential

- Evidence of developing and delivering an effective marketing strategy that utilises a range of online and offline platforms.
- Good written and verbal communication skills.
- Ability to write for different audiences.
- Evidence of organisation of events.
- Good computer skills, including email, word-processing, mailchimp, wordpress, survey monkey, excel, use of the internet etc.
- Ability to prioritise and organise work, and to work without direct supervision.
- Ability to empathise with people and groups, to find out what their needs are and working out how these needs can be met.
- Experience of work with a diverse range of stakeholders.
- An awareness of why we should develop sustainable food economies.
- Experience of successful team working.
- Ability to work occasional evening and weekend days as required.
- An ability to follow all organisational policies and procedures.

Desirable Skills and Experience

- Experience of successful grant fundraising and/or crowdfunding.
- An awareness and interest in food sovereignty, alternative food models and economies.
- Experience of working with one or more of the following: farmers, procurement officers, caterers, food retailers, schools, the NHS, community groups, councillors, community food activists.