

Job description and person specification for Eating Better Senior Communications Manager

Job Title – Senior Communications Manager (Eating Better alliance)

Eating Better is an alliance of 64 influential civil society organisations working together to accelerate action for less and better meat and dairy. The membership comprises of organisations from sectors covering environmental sustainability, farming, animal welfare, social justice and health. All alliance organisations have a common interest in improving the way meat and dairy is produced and consumed.

Purpose of the role

We have an opportunity for an experienced communications professional and self-starter to join our small team in a newly created role as Senior Communications Manager. You will be responsible for developing and delivering a communications strategy - engaging with members and external stakeholders - to raise the profile of the alliance and strengthen its influence. You will be part of a small core team working with the Executive Director and Knowledge and Policy Manager.

Main duties and responsibilities

- Develop and deliver Eating Better's communication's strategy to increase awareness of Eating Better and its aims and messages among alliance members and our key audiences: food business leaders, policy makers and the media.
- Work at a senior level with alliance members to promote aligned strategic messages in the media and social media and external communications.
- Coordinate delivery of Eating Better resources including drafting, copywriting, proof reading, editing and managing design and publication ensuring high quality outputs.
- Manage and create content for Eating Better's communication channels including website, newsletter and social media presence.
- Deliver mainstream media coverage through press releases, proactive press engagement and reactive commentary.
- Manage a digital content manager who will be recruited.
- Support the Executive Director to raise the profile of Eating Better through speaking opportunities, external publications and social media.
- Support the Executive Director in the development of fundraising proposals.

Person Specification

Experience

- Degree level or equivalent experience.
- A minimum of 5 years' experience in planning and delivering communication strategies to bring about change.
- Proven experience of working in partnership with organisations to influence senior decision makers.
- Significant experience in strategic communications and public affairs in the field of environmental sustainability, public health or animal welfare.

- Knowledge of UK print, broadcast and digital media and proven experience of working with journalists to place and shape media coverage.
- Experience of commissioning work with suppliers, freelancers and agencies.

Skills

- Ability to influence senior stakeholders and maintain strong and effective relationships at all working levels across organisations.
- Excellent copy writing skills with an ability to write for a range of different media with attention to detail.
- Ability to work autonomously and an innovative approach to developing and delivering strategies and opportunities.
- Project management skills, with ability to manage a diverse range of priorities.
- Demonstrable web management and social media skills.

Personal attributes

- Strong interest and some knowledge in environmental sustainability, food policy and public health.
- Willingness to work collaboratively towards shared goals and ambitions.
- Adaptable and agile approach to work.
- Flexibility to travel within the UK and attend regular meetings in London.

Terms

This is a full-time, home-based role with a requirement to travel into London.

The salary is £40,000 plus pension contribution.

The role is offered as a 2-year fixed contract, which may be extended subject to funding. We would be happy to consider a secondment from an organisation in the Eating Better alliance.

To apply

Send (by email) to comms@eating-better.org

- your CV
- a covering letter demonstrating how you meet each of the person specification requirements (no more than 2 pages)

The deadline for applications is Tuesday 20th October at 5.00pm

We will invite candidates to interviews by Friday 23rd October. We are only able to inform applicants who are shortlisted for interviews.

Interviews will be held online Tuesday 27th October.