

Job description and person specification for Eating Better Digital Communications Manager

Job Title – Digital 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 organisations from sectors covering environmental sustainability, farming, animal welfare, social justice and health. All alliance organisations have a common interest in working towards healthier and sustainable diets.

Purpose of the role

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

Main duties and responsibilities

- Develop and deliver Eating Better's digital 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.
- Create, manage and monitor content for Eating Better's communication channels including website, newsletter and social media.
- Promote aligned strategic messages on social media working with alliance members
- Coordinate delivery of creative content for Eating Better resources including writing and design of high-quality outputs.
- Collaborate on the organisation and management of events and webinars.

Person Specification

Experience

- Degree level, or equivalent experience, preferably in digital communications, marketing or graphic design.
- A minimum of 3 years' experience in planning and delivering integrated digital communication strategies to bring about change.
- Experience of social media moderation, across all social media channels using the full range of social listening and analytical tools.
- Experience of creating content with infographics, animations or video.
- Experience of managing campaigns and communications across multi-stakeholders and interests.
- Experience in communications in the field of environmental sustainability, public health or animal welfare.

Skills

- Exceptional skill in developing targeted communications for digital platforms; social, email and web.
- Creative flair for developing compelling and impactful design and imagery.
- 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.
- Very organised with attention to detail.

Personal attributes

- Creativity with ability to see ideas through to delivery.
- Strong interest and some knowledge in environmental sustainability, food policy and public health.
- Team player able 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 £30,000 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 Wednesday 2nd December at 5.00pm

We will invite candidates to interview by Friday 4th December. We are only able to inform applicants who are shortlisted for interviews.

Interviews will be held online Tuesday 8th December.