



## JOB DESCRIPTION

### Communications Assistant

**Location:** flexible but preferably Newcastle. Regular meetings in person with manager in Newcastle or via Skype

**Term:** Fixed contract to March 2017 (with potential for extension)

### Salary:

£100 per day, 1 day per week

Successful applicant must be registered to work freelance

Up to 4 weeks unpaid holiday per annum

### About Food Newcastle

Food Newcastle is leading a movement of organisations and individuals who are together demanding a healthier food culture to improve the quality of lives in Newcastle.

We are building a food partnership and forming relationships with a broad range of stakeholders to drive demand for change and practical action on key food issues.

Our approach to achieving our vision of a healthier food culture to improve the quality of lives in Newcastle is to –

- **work** with policy and decision makers **to effect strategic changes** (in areas such as procurement, waste and environmental sustainability) **that will shift the food system** of Newcastle, **increasing the supply** of healthy and sustainable food
- **connect** many more **residents with** all aspects of **good food** (growing, buying, cooking, eating) in **order to increase demand** for a healthier food environment in Newcastle.

[www.foodnewcastle.org](http://www.foodnewcastle.org)

## **Job overview**

This role will involve using a wide range of communications channels (website, social media, newsletters, print and events) to provide engaging content on a number of food issues connected to the work of the partnership such as community food initiatives, promoting local food businesses, healthy eating and food celebration events.

To engage Newcastle residents and key stakeholders in our work.

Assist with the implementation of our communications plan and delivery of KPIs.

To develop and manage a basic CRM database to monitor stakeholder relationships and engagement.

## **Responsible for:**

- ✓ Developing and uploading accurate and timely content for the Food Newcastle website including news articles, event listings and updating member pages.
- ✓ Producing a fortnightly newsletter using mail chimp
- ✓ Producing consistent content for Food Newcastle's social media channels, namely Twitter and Facebook.
- ✓ Keeping an up to date stakeholder relationships and engagement database
- ✓ Monitoring and delivery of particular KPIs within the communications strategy

## **Essential skills:**

- ✓ Experience of creating content for print and digital media channels including social media
- ✓ Familiar with using Mailchimp, Tweetdeck (or similar), Facebook, Wordpress and excel
- ✓ Excellent written communication skills

## **Desirable but not essential skills:**

- ✓ Some knowledge or interest in food, health and agriculture issues
- ✓ In design or similar design programme experience

## **Person specification**

- ✓ Able to work independently
- ✓ Operates as part of the Food Newcastle team

- ✓ Committed to the aims of the Food Partnership and enthusiastic about its work
- ✓ Good communicator
- ✓ Ability to prioritise and meet deadlines
- ✓ Creative thinker

The list of responsibilities should not be considered exclusive or exhaustive. As part of your employment you may be required to undertake other duties within the scope of your role.

**Responsible to:**

Food Newcastle coordinator

For more information and to apply please send a CV and one page cover letter explaining your suitability for the role to [ellie@foodnewcastle.org](mailto:ellie@foodnewcastle.org)

[www.foodnewcastle.org](http://www.foodnewcastle.org) | [@FoodNewcastle](https://www.instagram.com/FoodNewcastle) | [/FoodNewcastle](https://www.facebook.com/FoodNewcastle)