



Job Title: Marketing & Engagement Apprentice

Reporting to: Head of HR

Location: Barnsley

Starting salary: £6.40ph apprentice salary

Hours of work: 37.5h Monday to Friday

Contract type: Temporary for the duration of the qualification (12-18months)

Role purpose

FareShare Yorkshire are looking for a driven individual to raise our profile and strengthen our brand amongst the general public, the food industry, our charity members, the media and other stakeholders. We are looking for an energetic, enthusiastic individual who feels passionate about food poverty and food waste in the UK.

This role is vital in strengthening FareShare Yorkshire's ability to promote its work and the issues of food waste and food poverty. Your key focus will be to:

- Create social media advertising campaigns to great effect particularly on Facebook, Instagram and LinkedIn.
- Gather and provide content and evidence of FareShare Yorkshire's work and impact (e.g. case studies, research)
- Develop and maintain marketing collateral to promote this and in the process maintain and ensure brand consistency
- Communicate and promote FareShare Yorkshire through various communications channels (events, website, newsletters)

This post requires someone with drive, initiative, a 'just do it' attitude and who is not afraid to learn on the job through giving it a go! By demonstrating this attitude and combining it with the willingness to gain a qualification it is a

great opportunity to make a real difference in an area of great relevance in the current economic climate.

Main areas of responsibility:

- Develop and implement the marketing and communications activity plan and production schedule to better promote FareShare Yorkshire to all our stakeholders across all communications channels
- Develop briefs for marketing materials and social media content, write copy and create designs to publish
- Create and implement campaigns and materials to support internal communications
- Provide content by identifying stories across the FareShare Yorkshire network and develop cases studies to be used:
 - for media, social media and PR/marketing purposes.
 - by the various teams at FareShare Yorkshire to pitch and promote FareShare and to nurture current partnerships
- Review, develop and maintain a bank of marketing resources, such as photos, case studies library and promotional videos and graphics
- Maintain a contact strategy for external stakeholders, including regular newsletters
- Deliver an effective support service to meet the communications and marketing requirements of the wider team
- Research activities/surveys, including research with our community food members
- Support the delivery of events as diverse as network conferences or public facing events
- Act as a brand champion by monitoring use of logo, messages, language, iconography and other visual elements
- Act as first point of contact for FareShare Yorkshire, including responding to email enquiries and redirect web enquiries to relevant people.
- Develop and manage other appropriate activities as defined by your line manager.

Person Specification

- Must be willing to, or already working towards a Level 3 Content Creator Apprenticeship

Desired Skills and abilities

- Excellent copy-writing and proofreading skills and experience in writing engaging multi-channel content
- Good working knowledge of Microsoft Office and experience in graphic design
- Excellent written and verbal communication skills
- Proven ability to develop and maintain good working relations, both within an organisation and with stakeholders
- A self-starter with proven ability to work on own initiative, meet objectives and tight deadlines under pressure
- Accuracy, meticulous attention to detail and excellent proof reading skills
- Knowledge of Wordpress, Mailchimp, Survey Monkey, salesforce and/or other CRM systems is desirable.
- Good time management with ability to manage workloads, set priorities and meet deadlines.
- Excellent organisational skills and recordkeeping management.
- IT literacy, in particular of using Microsoft applications (Outlook, Word, Excel and PowerPoint).

Competencies and behaviours

- A commitment to equal opportunities and safeguarding.
- An understanding of, and enthusiasm for, FareShare Yorkshire's mission and strategy.
- A commitment to continuous professional development.
- Flexible and non-judgemental approach to people and work.

Benefits

- Company contributed pension scheme
- 25 days annual leave, pro rata
- Free Employee Assistance Programme with GP Services
- Free training on courses / qualifications you feel will benefit you
- Working for an organisation that cares about the work they do and the communities they serve

Application Process

If this sounds like you, we can't wait to hear from you. Please send in your CV along with a personal statement explaining why you are a suitable candidate for the role and return to rachelmorgan@fareshareyorkshire.org