

## **Bristol Good Food 2030 Communications and Engagement Coordinator Role**

**Hours/term:** 15 hours per week, initially until 31st March 2025 with the possibility of extension (funding dependent). Role available as PAYE or freelance.

**Location:** Home-based within reasonable travel distance from Bristol (regular meetings in Bristol)

**Salary range:** £28,250-£31,258 pro-rata (PAYE salary).

**Holiday:** 28 days annual leave per year (pro-rata), including 8 bank holidays

**Benefits:** Company Pension - 3% company contribution, min. 5% employee contribution

**Flexible Working Options:** flexible working hours, flexi-time

**Reports to:** General Manager

### **About Bristol Food Network**

Bristol Food Network (BFN) supports, informs and connects stakeholders across Bristol who have an interest in making our food system more sustainable, just and resilient. We are a Community Interest Company (CIC) that has been engaging and working with food systems stakeholders in the city for over a decade.

We have coordinated significant projects and campaigns including our current focus - Bristol Good Food 2030, Bristol's Silver and Gold Sustainable Food Places Awards; the Bristol Independents campaign and the annual Get Growing Trail which opens up community growing spaces across the city to the public.

We are a small team delivering a wide range of food systems work, comprising a General Manager, Comms & Engagement Coordinator, Content Coordinator and Partnership Coordinator. Our current, core programme is [Bristol Good Food 2030](#) - a city-wide collaborative programme, bringing together a diverse group of stakeholders to deliver a Good Food plan for Bristol to 2030. The communications programme supports the delivery of these plans, as well as having an impact in its own right in growing Bristol's 'good food movement'.

### **Role Purpose**

- To develop and, working alongside the Content Coordinator, deliver communications and engagement activity for Bristol Good Food 2030 (BGF2030), with a focus on growing Bristol's 'good food movement' and public engagement with the city's food plans.
- Building and holding strategic relationships to ensure that Bristol Good Food communications activity reaches and impacts desired audiences.
- Working with the General Manager and Partnership Coordinator to ensure that Bristol Good Food communications activity supports achievement of the overall aims of the programme, recording impact, consulting with and reporting progress to Bristol City Council partners.

### **Key responsibilities**

- Oversee the strategic direction of BGF2030 communications activity, in line with the overall objectives of the BGF2030 programme.
- Lead the planning, development and delivery of multimedia communications activity for public facing engagement in BGF2030.
- Coordinate the development and delivery of any BGF2030 events.

- Build relationships and regularly communicate with community organisations to ensure that the BGF2030 website is the go-to place for information on Bristol's 'Good Food Movement'.
- Liaise with the Content Coordinator to maintain a rich pool of Bristol-specific Good Food online resources.
  - Manage the BGF2030 website, overseeing development, drafting new core content and liaising with developers, designers and the Content Coordinator to maintain functionality, accessibility and relevance.
  - Work with BGF2030 Working Groups (working on specific food themes) to ensure that their work is represented in communications and that campaign activity supports their objectives.
    - Work with partners to ensure that BGF2030 reaches and has impact in diverse communities across Bristol, and that BGF2030 communications activity is conducted in a way that increases inclusivity within the city's food system.
    - Keep partners across teams at Bristol City Council informed of activity and progress in BGF2030 communications, working their comms teams to ensure messaging and activity is aligned Climate and Ecological Emergency communications.
  - Manage the comms and engagement budget
  - Support funding applications and funder reporting, where relevant.
  - Oversee the ongoing impact assessment of all BGF2030 communications activity in line with communications objectives, including specific monitoring of inclusivity and diversity, leading to continuous improvement across all communications activity.

## **Knowledge and Experience**

### **Essential**

- Developing and managing a complex communications strategy aimed at engaging multiple audiences.
- Managing design and web development briefs and working with suppliers to deliver communications assets.
- Working with stakeholders, networks and external organisations, managing and maintaining strong relationships.
  - Monitoring and reporting on the impact of a project or campaign, particularly in relation to communications and engagement.
- Using digital channels, including websites and a variety of social media channels, to support the delivery of communications campaign.
- Developing and adapting plans to meet the strategic objectives of a project.
- Writing and creating engaging communications to convey complex ideas to diverse audiences.
- Knowledge of the food sector, ideally within the context of independent/local businesses

### **Desirable**

- An understanding of and interest in sustainability, particularly in relation to food systems
- Experience planning and running events
- Social media advertising experience.
- Developing projects or campaigns with increased diversity and inclusion in mind
- Delivering creative projects and campaigns on a tight budget.

### **Personal qualities**

- Able to work on own initiative and independently.
- Excellent written and verbal communication skills.
- Able to prioritise, meet tight deadlines and effectively manage work time.
- Excellent interpersonal skills, and ease in working with stakeholders at all levels
- An organised approach, and the ability to plan strategically.
- Very good IT skills, including website content management
- A commitment to equality, diversity and inclusion
- An understanding of, and sympathy with, Bristol Food Network's values, vision and mission

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### **How to apply:**

- Please send a CV (maximum 2 pages) and covering letter (maximum 2 pages) to [recruitment@bristolfoodnetwork.org](mailto:recruitment@bristolfoodnetwork.org) by 23.59 on Friday 6<sup>th</sup> September.
- Please complete an Equal Opportunities Monitoring form and return this with your application.

### **Tips on writing a strong application:**

- Provide specific examples of previous work, study or personal activities undertaken to demonstrate how your skills and experience meet the job requirements
- Make sure you tell us why you want the job
- Do apply even if you don't meet 100% of the criteria – so long as you can demonstrate relevant skills and passion, we'd like to hear from you.

### **Interview process:**

- Interviews are expected to be held in person between 12<sup>th</sup> and 17<sup>th</sup> September. We can accommodate virtual interviews if necessary.
- Interviews will include a short task, which we will ask candidates to prepare in advance.
- We are happy to consider reasonable adjustments that candidates may need during the recruitment process and will ask successful applicants about this prior to interview.