



## Comms Assistant / Social Media Executive - JOB DESCRIPTION

### ABOUT CITY HARVEST

[City Harvest](#) is London's original food redistribution charity on a mission to rescue food, people, and the planet! Our HQ is in Acton Central, with satellite food rescue sites in east and south London. Our mission is to alleviate food poverty across the capital and reduce industry food waste and its harmful effects on the planet.

We currently rescue and deliver enough free food for over 1 million meals a month to London communities. Our work environment is dynamic and exciting. We operate from a modern office, attached to our food rescue warehouse where all the action happens. We provide a supportive working environment, and opportunities to grow and learn while making a real difference.

### ABOUT THE ROLE

The Comms team is responsible for developing and reinforcing City Harvest's messaging, values and identity, amplifying our profile on various strategic platforms and putting out incredible content to engage our existing audience to attract new supporters. The Comms team supports departments across the charity to help acquire financial donations, food donors & regular volunteers.

We are growing our team as our projects; content output and ambition develop in line with the charity's vision to rescue more food from being wasted and feed more people facing food poverty.

The **Comms Assistant/Social Media Executive** will support City Harvest's Comms team in creating inspiring and impactful content to raise the charity's profile and grow its support network. The right candidate will help write and manage compelling internal and external communications by working closely with all departments. They will support with external partnership work, assist with brainstorming, research, plan and create content for day-to-day social media comms and project work.

### KEY RESPONSIBILITIES

City Harvest Comms is divided into 3 key pillars: Food, People and Planet. In the last 12 months, City Harvest Comms team has developed a Value Report structure, zooming in on the societal and environmental issues we tackle via ownable and credible 'white paper' reportage. In addition, we now have a robust Editorial Calendar that strategically highlights stakeholders (food donors, charity partners, volunteers, team members and chefs) each month via long and short-form video content on social media, our website and LinkedIn. This calendar focuses on quality content and maximising reach / syndicating it across platforms and media.

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### Internal Communications

- Manage, write and edit content for weekly internal bulletin in Mailchimp.
- Manage general internal comms including TV screen and noticeboard.
- Support with visuals for the food rescue warehouse including posters and notices.

### Departmental Support

- Support the volunteer, food and fundraising teams with comms materials.
- Support with newsletter content for the volunteer team.
- Support with photography and content creation for the volunteer and food teams.
- Update impact reports and marketing materials with relevant content e.g. case studies.

### External Communications & Community Outreach

- Support with Comms Editorial Calendar
- Distribute packs, assets and boilerplates to external partners.
- Identify potential marketing opportunities with aligned brands and stakeholders.
- Identifying opportunities to engage locally through websites, blogs & social media.
- Writing blogs, Q&As for partners / external use.

### Social Media

- Brainstorm creative ideas.
- Research trends across platforms (content, sounds, filters, keywords).
- Pitch and create short-form social media content creation (video & photography).
- Community engagement.
- Identify collaboration opportunities.

### DESIRED SKILLS & EXPERIENCE

- Higher Level Qualification in Communications/Content-related fields (Communications, Journalism, Media, Advertising & PR, Literature, Languages, Videography, Filmmaking).
- Ability to bring creative ideas to the table identifying new opportunities for growth.
- Knowledge of the workings of social media platforms (Instagram, TikTok, Facebook, Twitter, YouTube).
- Strong IT skills and willing to upskill on certain platforms (We use a variety of online platforms from social media scheduling tool Hootsuite to WordPress, to Mailchimp and more).
- Experience in copy writing e.g. blog articles/newsletters/reviews/captions.



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- Strong time-management and organisational skills.
- Excellent interpersonal and communication skills and the ability to build healthy work relationships.
- Ability to cope with high work volumes and perform well under pressure.
- Problem-solving skills and positive, proactive "can-do" attitude.
- Technological proficiency in relevant software – e.g. proficiency in Microsoft Office, Outlook, and Google products.

### QUALITIES REQUIRED FOR SUCCESS AT CITY HARVEST

- Charitable
- Compassionate
- Community-focused
- Aspiring
- Trustworthy
- Collaborative team player

### JOB DETAILS

- Job Type: Full-time, permanent, Monday to Friday (40 hrs pw with a 30-minute unpaid lunch break)
- Salary: £27,500 pa
- Hybrid working: 2 days in the office per week. There will be a requirement for travelling to different events across the UK, some events may take place in the evenings.
- Place of Work: Unit 8, Acton Park Industrial Estate, London, W3 7QE
- Application deadline: 31 August 2024; please submit your application to [comms@cityharvest.org.uk](mailto:comms@cityharvest.org.uk)

*City Harvest London is an equal opportunities employer and is committed to creating an inclusive and diverse workplace. We believe in treating all employees, volunteers, candidates, and stakeholders with fairness and respect. We value the unique perspectives and experiences that individuals from different backgrounds bring to our organisation, and we strive to foster an environment that promotes equal opportunities for all.*

*We adhere to the Equality Act 2010 and our policy is to be fair and consistent in all aspects of our organisation. Our recruitment and selection processes are designed to select candidates based on their abilities and merits to perform the tasks required. All applications received will be dealt with confidentially and subject to our company's recruitment and selection processes. Employment is subject to satisfactory pre-employment checks and eligibility to live and work in the UK.*

*At City Harvest London, we embrace equality as part of our ways of working because we believe it is the right thing to do for our people, our community, and our success. We do not discriminate in employment based on race, religion, sexual orientation, national origin, political affiliation, disability, age, marital status, medical history, parental status, or genetic information.*