



Community Food Initiatives North East (CFINE)

Job Title: Marketing & PR Officer

Salary: £23,883 – 25,843

Contract: Permanent

Hours: 36.25

Location: CFINE, 2-4 Poynerook Road, Aberdeen AB11 5RW.

Responsible to: Senior Development Manager

Responsible for: Volunteers, students and trainee placements as required

Role Purpose:

To increase and improve CFINE's digital presence and supporter base, raise our profile and increase donations and sales

Role Specifications:

- Contribute to the development of a digital marketing strategy
- Increase customer and supporter base
- Develop and coordinate fundraising and charitable campaigns
- Develop promotion and campaigns to support all initiatives and services
- Develop an engagement plan to increase corporate support
- Produce regular newsletters and engaging content
- Plan and coordinate events
- Develop regular content to engage and inform beneficiaries
- Coordinate relationships with press and media

Main responsibilities:

- To contribute to the operation of CFINE and work as part of the team
- Oversee all aspects of allocated project coordination
- Liaise with CFINE colleagues and partners to seek the best outcomes possible for our beneficiaries and support services
- Provide training, support and guidance for volunteers and students
- Project data collection, monitoring and evaluation
- Comprehensive and timeous preparation of reports for funders, the CFINE Board, Leadership team and partners as required
- Contributing to identifying sources and supporting funding applications
- Responsible for qualitative and quantitative data collection to evidence progress and impact against projected activities and outcomes

Other

- To carry out duties that may be required from time to time that are broadly consistent with but are not included in this job description
- Assist in the implementation and review of policies and practices
- Assist in the recruitment and selection of staff as and when required



Person specification - what we are looking for in a candidate:

| Skills, knowledge & experience | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Essential | Desirable |
| <ul style="list-style-type: none"> • Digital marketing and communications experience • Effective copy writer • Competent in graphic design/creation of marketing materials • Solid understanding and knowledge of food poverty and associated issues • Commitment to partnership working • Strong written and communication skills • Experience of partnership working | <ul style="list-style-type: none"> • Experience of designing and managing campaigns • Experience of using analytics & data to drive successful campaigns • Established press and media contacts |

| Attitude & Values | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Essential | Desirable |
| <ul style="list-style-type: none"> • Commitment to the aims, values and ethos of CFINE • A desire to always do the very best you can and ensure our beneficiaries and customers receive the very highest quality of service • Commitment to tackling food poverty • An attitude that ensures you always seek to solve problems and remove obstacles • Someone who always acts in a kind and professional manner • Willingness to learn and develop • Someone flexible in their response to undertake other duties for the organisation and lend a hand to colleagues as required • Willingness to be flexible, embrace a dynamic culture and adapt to change | |

| Skills, Education & Qualifications | |
|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Essential | Desirable |
| <ul style="list-style-type: none"> • Competent in the use of IT software such as Microsoft Office Outlook, Excel, and Word | <ul style="list-style-type: none"> • Degree or Certificate of HE in related field • Project management experience or qualification |



Our Core Values underpin all that we do by providing a framework for service development, our decision making and behaviours.

Inclusion – we believe in treating people with dignity and respect and making everyone feel welcome;

Equality - we stand for equal rights and opportunities for all, whilst we acknowledge that everyone's experience is not equal;

Community led - we believe everyone has something to offer and focus on the strengths and resources of people and communities;

Collaboration - we embrace working in partnership and believe in including people to find solutions to achieve positive outcomes for all;

Enterprising - we embrace new ideas and develop creative solutions to enhance our services;

Sustainability - we aspire to have a positive impact on people and our planet.

Our Vision is of *'communities where everyone can reach their full potential in life'*