

Marketing and Communications Officer Information Pack

This pack contains the following information:

- Job details
- The application process
- Overview of EFP
- Job description
- Person specification
- Benefits
- Entitlement to work in the UK

Job Details

Job title:	Marketing and Communications Officer
Reporting to:	Fundraising and Communications Lead
Direct Line Reports:	None
Contract Type:	Permanent contract
Hours:	37.5 hours
Work Pattern:	Monday - Friday 9am to 5pm with occasional evening and weekend working
Salary:	£27,777 – £31,472
Location:	New Lairdship Yards, Broomhouse Road, Edinburgh, EH11 3UY

The Application Process

Application deadline: Wednesday 23 July 2025

Interview date: Wednesday 6 August 2025

Interview location: In person, Edinburgh

Interview format: 45-minute interview. Competency-based questions will be sent out to candidates in advance of the interview together with timings and information about the selection panel. There may also be one or two small tasks to complete in advance that will be relevant to the job.

To Apply: Please send your CV of **no more than two sides of A4** to recruitment@edinburghfoodproject.org together with a statement of **no more than two side of A4** telling us how you meet the Person Specification and why you are interested in working with us here at Edinburgh Food Project.

Please also complete our [Equality and Diversity monitoring form](#)

Entitlement to work in the UK

A job offer will be subject to confirmation that you are permitted to work in the UK in accordance with the provisions of the Asylum and Immigration Act 1996. You will be asked to provide evidence of your entitlement to work in the UK if you are successful and an offer of employment is made. Please note that Edinburgh Food Project does not hold a sponsor licence and, therefore, cannot issue certificates of sponsorship under the points-based system.

About Edinburgh Food Project

Edinburgh Food Project is within a period of rapid change as we work towards a future without the need for foodbanks.

Vision

An Edinburgh without poverty, where everyone has what they need to thrive.

Mission

To provide food and other everyday essentials, support, and advice, while working with individuals, communities, and partners to address the root causes of poverty.

Values

DIGNITY

- We recognise the importance of the power to choose what, where, when, how, and with whom you eat and how and when you interact with services.
- We involve people with lived experience in our decision-making and provide opportunities to contribute.

RESPECT

- We treat individuals as a whole person.
- We listen and are understanding of people's situations and will respect the choices they make.
- We recognise difference and respond in a way that respects people and their protected characteristic or social situation.

INTEGRITY

- We conduct ourselves with integrity and ensure our work is of the highest quality.
- We are transparent, accountable for our actions and are committed to learning from experience.

POSITIVITY

- We act with unconditional positive regard, and always assume the best of people and situations.
- We do not accept the status quo.
- We hold to a belief in a better future and that there is a way to achieve it.

Strategic Objectives and Activities

RELIEF

To offer dignified immediate relief to people experiencing poverty

We provide food parcels containing enough for three meals a day for three days together with other everyday essentials e.g. toiletries, household, and pet items to people referred to our seven foodbanks across the city.

We also provide Emergency grants through the Money Advice Service such as fuel, crisis, and clothing grants.

SUPPORT

To offer support and advice to people experiencing poverty

We aim to support people beyond the initial provision of food and other items. Our Money Advice Service provides a dedicated phone line, outreach support at our foodbank centres, and engages in casework to help people with individual issues including benefit advice and appeals.

We also invite other organisations to provide drop-in support at our foodbank centres, make referrals and signpost to other sources of help, and work with partners on delivering additional community activities.

CHANGE

To advocate for societal change

We add our voice to campaigns by the Poverty Alliance, Trussell Trust, Joseph Rowntree Foundation and others, share our learning and data, and lead by example as an employer.

We include people with lived experience in everything we do, and safeguard those we work with.

“The foodbank was there when we really needed it, it was an absolute lifeline.”

“I have a passport now and birth certificate. I won my appeal for PIP... A massive thanks to you and EFP.”

“You have made my day today, thanks for being so helpful.”

We are seeking a passionate and creative Marketing and Communications Officer to join our team. You will play a crucial role in promoting our mission, raising awareness, and securing vital funds to support our work.

Job Description

Purpose of Role: To coordinate Edinburgh Food Project's internal and external communications.

Responsibilities and Duties

- Design and deliver effective digital marketing campaigns to raise awareness of and drive increased support for the Edinburgh Food Project
- Work with the fundraising team to develop and deliver campaigns and appeals
- Plan and create engaging content to promote the Edinburgh Food Project's fundraising and influencing aims across a range of on and offline platforms
- Manage and develop the Edinburgh Food Project website
- Manage and monitor all Edinburgh Food Project social media platforms to drive increased support and engagement
- Support the Fundraising and Communications Lead to champion and develop our Style Guide and Brand Guidelines
- Lead on the design of marketing materials to support the work of all departments
- Analyse data on supporter engagement and use this to inform future planning for fundraising and marketing campaigns
- Design and create regular newsletters to staff, volunteers and supporters
- Work with the Chief Executive to respond to media enquiries
- Actively seek opportunities to spread the word about Edinburgh Food Project in support of our goals
- Create regular reports on comms, social media, and appeals as requested by the Fundraising and Communications Lead and Chief Executive to inform future work
- Attendance at fundraising events e.g. kiltwalk, gala days, collections
- Any other reasonable tasks as requested by the Fundraising and Communications Lead or Senior Management Team

Person Specification

Essential Criteria

1. Experience of running marketing and communications for an organisation or group to support fundraising, community engagement or sales
2. Fantastic communication skills – in writing, through images, and in person, with the ability to tailor messages to different audiences
3. Creative and enthusiastic with the ability to spot opportunities and take the initiative
4. Digitally savvy with experience of using online systems and marketing platforms such as MailChimp, WordPress and social media
5. A commitment to the vision, mission, and values of Edinburgh Food Project

Desirable Criteria

1. Specific experience of carrying out the tasks listed in the Job Description
2. Full clean driving licence and access to a vehicle
3. Experience of fundraising and donor relations
4. Knowledge of fundraising rules and regulations
5. Experience and understanding of the voluntary sector

Employee Benefits

Compensation

- Accredited Living Wage Employer
- Competitive salary

Holiday

- 34 days annual leave, which includes 9 bank holidays

Pension

- We'll automatically enrol you into our pension scheme
- We offer a 4% minimum employer contribution and will match your contribution up to a maximum of 8%
- You'll need to pay at least 4% too, but you can opt to add more for the tax benefits!
- You can opt out if you'd prefer not to have a pension at all

Business Travel

- 45p per mile paid for business travel

Learning

- Learning budget for training courses and conferences

Health and Wellbeing

- Generous paid sick leave for both physical and mental health.
- 1 week full pay in your probationary period
- 4 weeks full pay followed by 4 weeks half pay thereafter.
- Access to Edinburgh Bicycle Co-op's Bike to Work Scheme
- Unlimited mental health consultations (for mild to moderate conditions), lifestyle coaching and wellbeing assessments.

Family

- Maternity pay – 1st 16 weeks full pay, 2nd 16 weeks half pay
- Paternity pay – 5 weeks full pay
- Paid adoption and shared paternal leave also available

Death in Service

- 3x your annual salary
- Access for you and eligible family members to financial support, legal support, wellbeing content, and discounts and savings

