

# THIS IS RUBBISH

## SPEAK WITH YOUR MOUTHFUL



### **Job Description for This is Rubbish Campaign Coordinator - Communications & Engagement Lead**

**Fee:** £120 per day @ 1.5 days per week

**Contract period:** Project beginning early April 2020.

6 months with the anticipated extension to 12 months

**Location:** Working remotely with hot desking space near Walthamstow, St James Street and meeting space, Mare Street, Hackney.

**Reports to:** Designated This is Rubbish Facilitator.

**Working with:** Working closely with the Campaign Coordinator - Policy & Partnerships Lead. You will also work closely with an animator, the This is Rubbish Facilitator leading on communications and the This is Rubbish Facilitators who developed the project.

**How to apply:** Please send your CV and a brief covering letter (maximum 1 page) describing your suitability, experience and interest in this role to [poppy@thisisrubbish.org.uk](mailto:poppy@thisisrubbish.org.uk) by **9am on Friday 13th March**.

Please complete an Equal Opportunities form [online here](#). This form is not part of the application assessment process.

**Interviews:** Interviews will take place in East London on Friday 20th March. Please inform us if you are unable to make that date, we will be as flexible as possible.

**Accessibility:** This is Rubbish is an equal opportunity employer (see statement at the bottom of this job specification). Candidates who are shortlisted for interview will be given the opportunity to specify any access needs so that appropriate arrangements can be made.

**Job context:**

This is Rubbish (TiR) is now in its 10th year of working to raise awareness and change policy to reduce industry scale, pre-consumer food waste. TiR has been awarded funding by Poldham Puckham Charitable Trust to run a campaign to challenge the current perception of the issues and solutions for reducing food waste. In true TiR style the project will combine creative methods of engagement and events to build networks, while forming and promoting systemic policy changes.

**Job purpose:**

This is Rubbish is recruiting a Campaign Coordinator who is committed to acting to reduce food waste and exposing the root causes that are mutual to many global environmental and social problems today.

The Campaign Coordinator leading on Communications and Engagement will collaborate with the Campaign Coordinator leading on Policy and Partnerships to jointly implement a project designed to challenge and shift the current narrative of food waste. The primary target audience are statutory organisations and stakeholders working in the field of environmental sustainability and climate justice. Both Campaign Coordinators will initially work alongside TiR Facilitators to shape the project and will work to their individual strengths to meet funded outputs and outcomes.

**Key activities/tasks**

This role will focus on developing and communicating key messaging about the food system for specific audiences, events & organisations and producing and promoting digital content.

- Create comms strategy for reframing food waste narrative in terms which are accessible and appealing to different groups or audiences.
- Identify and develop a set of targets and reporting indicators across campaign activity to effectively monitor impact in collaboration with the policy & partnership lead.
- Create key campaign content for media, social media and events including working with an animator and Partnerships & Policy Lead on the campaign film.
- Working with the Cirque de Surplus team, organise and deliver events targeted at shifting attitudes to food waste and making the connections between wasteful supply chains and broader societal problems like inequality, neoliberalism and colonialism.
- Seek opportunities to participate in other suitable events to promote the campaign
- Producing events with partners and other stakeholders to reach key organisations and sections of the public.

- Managing activities and spending in-line with a project timeline and budget agreed with the project team.
- Work strategically to extend the reach of TiR.
- Seek opportunities to gain funding or commissions for TiR's public engagement project 'Cirque de Surplus' to do development and outreach.
- Work with the Policy & Partnerships lead to report on the effectiveness of campaigning tools and strategies and suggest ways forward.
- Work closely with and brief Facilitators on campaign actions and progress.

**Essential skills:**

- Experience of campaigning from inception through to delivery and evaluation.
- Experience in designing effective social media and content for achieving campaign targets
- Experience of communicating ideas to diverse audiences persuasively, with a view to shifting beliefs and deeper values
- Experience of community outreach or mobilisation
- Experience of events organisation and delivery
- Knowledge and/or interest in food waste and current issues of the food system within broader context of sustainability and social justice
- Good communication and interpersonal skills
- Excellent IT skills
- Experience managing budgets
- Experience of effective networking and partnership work
- Strong numeracy, verbal and written communication and organisational skills with the ability to respond to queries in a timely and professional manner
- Ability to manage work time effectively and to prioritise appropriately, managing multiple project briefs
- Enjoy sharing meals with colleagues

**Desirable:**

- Graphic design skills
- Interest/education in fields of inequality, colonialism and neoliberalism.
- Clean driving license
- A background working on social and/or environmental justice campaigns

**Equal Opportunities statement:**

TiR is committed to supporting, developing and promoting diversity and equality in all of its employment practices and activities and aims to establish an inclusive culture free from discrimination and based on the values of fairness, dignity and respect. TiR will support and develop employees and volunteers through making every effort to provide everyone with access to appropriate facilities, personal and career development opportunities and employment on an

equal basis regardless of race, national or ethnic origin, disability, age, gender, sexual orientation, transgender identity or religion/belief.

Please contact [mickey@thisisrubbish.org.uk](mailto:mickey@thisisrubbish.org.uk) to request a copy of the full TiR Equal Opportunities and Diversity Policy.