

ReLondon

Job title

Food Wave campaign lead

(0.6 FTE – to minimum end July 2022 with possible extension of further 5 months to end December 2022)

Reports to

The Food Wave campaign lead reports to the head of communications and behaviour change.

Company overview

ReLondon was established as a statutory body – the London Waste and Recycling Board (LWARB) – 12 years ago. Since then, it has helped to provide additional recycling capacity in London; helped boroughs provide efficient waste services; invested in and supported circular businesses across the capital; and, against a backdrop of declining recycling rates nationally, helped London maintain its recycling performance.

LWARB became ReLondon in March 2021, in order to be better equipped to accelerate London's transition to a circular economy and revolutionise our relationship with stuff. We work with a multitude of individuals and organisations in London, across the UK and around the world, and are recognised as a world leader in circular economy thinking and practice.

The Food Wave campaign lead is a fixed-term, part-time appointment within ReLondon's communications and behaviour change team who will be responsible for delivering the communications, engagement and campaign activity that form the core of this EU-funded project.

Project description

[Food Wave](#) is an EU-funded project tackling the issue of sustainable food practices and behaviours amongst 15-35 year olds. Its aim is to create an international community of young food activists across 17 countries worldwide, raise awareness of sustainable approaches to consuming and producing food in our cities in support of climate change mitigation and adaptation efforts, and to have an influential voice in institutional decisions, so we can achieve a fair and sustainable global food system by 2030.

The behaviour areas the project/campaign promotes with young people are:

- **Choose a healthy diet**
 - More: seasonal products, tap water, self-cooked meals
 - Less: red and processed meat/fish/dairy products
- **Choose local products and markets**
 - Buy directly from small local producers or farmers' markets
 - For exotic products, choose the fair trade circuit
 - Join local food hubs or ethical purchasing groups
- **Fight against waste**
 - Avoid or re-use leftovers

- Recycle and compost
- Choose bulk goods or light/recyclable packaging
- **Take action in your community and in your city**
 - Become an urban farmer
 - Try balcony gardening / garden farming
 - Volunteer for local food assistance projects for poor and marginalised people
 - Join networks, forums, and organisations that are active in the areas of food and climate justice

Role overview

This role is responsible for delivering the communications, engagement and campaign activities of the Food Wave project, many of which started in January 2021. Activities include engaging with youth and community groups to develop and run educational activities on food and its link to climate change; managing a social media campaign to amplify messaging across a wide audience of young Londoners (15-35); setting up of screenings and sharing of the outputs from the film workstream (which will be completed by end June 2021); and the design, planning and delivery of street actions, events and dissemination of content from across the 23 European city partners in the project.

The project management of Food Wave sits with an internal project manager, but the campaign lead will also contribute to the project administration, evidence gathering and reporting associated with an EU-funded project.

Responsibilities and duties

- Work with suppliers and partners to develop, commission and deliver Food Wave campaign activity, including the priority work packages: London-wide digital campaign; film distribution and dissemination events; street actions; events; and wider dissemination of Food Wave partner activities.
- Ensure that all Food Wave communication materials funded by the project are impactful, up-to-date, accurate and branded correctly, according to campaign guidelines.
- Create an amplification plan for all project activity and outputs, identifying and securing opportunities to engage with young Londoners through a variety of partnerships and local networks.
- Amplify and share the outputs of London's work packages as well as wider partner activity to ensure that as many people ('beneficiaries') are engaged with the project as possible, that records are well-maintained for those beneficiaries in line with current data legislation, and making sure that beneficiary targets are quantified and reached in line with project guidelines.
- Maintain the London-based Food Wave digital channels, with the support of appointed contractors, creating digital content and scheduling/maintaining the campaign's social media channels according to plans developed and agreed with the wider project team. This includes monitoring and responding to consumer and other stakeholder messages, feedback and requests for information, analysing performance and collecting evidence of activity for reporting to the central EU project team.
- Design, plan and deliver a hackathon in January 2022 with young people in London to generate a detailed plan for street actions in May 2022.
- Plan and deliver wider London Food Wave events and provide support for other campaign and partner pop-ups, workshops and community events, managing contractors where needed as

well as venues, delegate contact and any logistical activity required, including financial administration and events branding and promotion.

- Support the project manager and Head of Communications and Behaviour Change to identify and procure consultants and contractors to deliver campaign activity, ensuring robust contracts are in place with all suppliers, that suppliers are monitored on the performance criteria in their contracts and paid on time, and that procurement and contract review mechanisms are followed effectively and both ReLondon and EU / DEAR financial processes are followed.
- Provide financial and administrative support to the project manager, tracking spend and supporting on budget monitoring and input to forecasting.
- Provide evaluation and reporting support to the project manager on all London-wide Food Wave campaign activity, gathering the data necessary to report against all activity for effectiveness according to criteria and KPIs set out by the Food Wave project co-ordinators in Milan.
- Attend relevant project meetings, ensuring an appropriate and proportionate sharing of responsibility for partner and project meeting attendance with the Food Wave project manager.

Other duties

- Undertake such other duties, as may be reasonably required and which are consistent with the general level of responsibility of this job.
- Carry out all tasks and allocated work within agreed timescales and budgets.

Person specification

Skills and aptitudes	<ul style="list-style-type: none"> • Ability to deliver engagement and educational campaigns through a range of media including events, film production and workshops. • Engaging with young people on social and/or environmental topics. • Recent experience in working on funded projects which require robust evidence and reporting to the funder. • Expertise in delivering digital communications including content creation; social media management; planning and scheduling; and community management. • Procuring and project managing consultants to deliver multiple and complex projects. • Excellent project management capability including experience of managing multiple projects involving multiple stakeholders. • Excellent literacy, numeracy and communication skills and ability to influence and present to a variety of stakeholders, including senior leadership team. • Attention to detail for project management, evidence gathering and reporting purposes. • Strong engagement skills for building relationships • An understanding of equality of opportunity, valuing diversity and the ability to translate this into action.
Job-related knowledge	<ul style="list-style-type: none"> • An understanding of food and its relationship to climate change.
Qualifications	<ul style="list-style-type: none"> • No formal qualifications are required for this role

Competencies	<p>Collaborating and Partnering Working collaboratively, sharing information appropriately and building supportive, trusting and professional relationships with colleagues and a wide range of people within and outside ReLondon, whilst having the confidence to challenge assumptions.</p> <p>Delivering Value for Money Efficient, effective and economic use of taxpayers' money in the delivery of ReLondon services; seeking out and implementing solutions which achieve the best mix of quality, and effectiveness for the least outlay. Base decisions on evidenced information and follow agreed processes and policies, challenging these appropriately where they appear to prevent good value for money.</p> <p>Delivering at Pace Focusing on delivering timely performance with energy and taking responsibility and accountability for quality outcomes; working to agreed goals and activities and dealing with challenges in a responsive and constructive way.</p>
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Benefits

- Grade 6: £43,466- £48,008 (pro rata)
- Voluntary employee's contribution matched by employer up to 4% of salary
- 30 days holiday (pro rata) plus bank holidays