LESS CIC

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Registered Company no 6181400
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January 2022

Dear candidate,

Thank you for downloading the Application Pack for the current vacancy at LESS for the Closing Loops Community Engagement and Marketing Coordinator. Contained within this document are instructions on how to apply and a job description. It also contains information about the job and a person specification.

About LESS

LESS is a Community Interest Company based in Lancaster. It was set up in March 2007 to provide practical support to help the residents of Lancashire live more sustainably. It seeks to help communities to live within their fair share of the planet's resources while enabling everyone to meet their needs for a healthy home, food and environment.

As a Community Interest Company, LESS is a not-for-profit organisation.

As part of its work, LESS sits on the FoodFutures partnership and currently employs North Lancashire's FoodFutures coordinator.

Background to FoodFutures and this role

FoodFutures is North Lancashire's award-winning regional food partnership. It is working to build a collaborative community of practitioners, policy makers and researchers working on food matters in the local area. It is made up of representatives from the local farming community, local food businesses, the public sector, Lancaster City and County Council, NGOs, community food groups and our local academic institutions, including Lancaster University (LU).

In 2019 the partnership was awarded a Bronze Award from the National Sustainable Food Cities (SFC) network (now known as Sustainable Food Places (SFP)) and has since been working towards a Silver Award.

As part of this work, FoodFutures has facilitated a food strategy co-development process. This led to the launch of 'Our FoodFutures: a community food strategy for North Lancashire' in 2021: foodfutures.org.uk/food-strategy

Since the strategy launch, the partnership has sought funding to practically take forward elements of the strategy. The Closing Loops project and this role is the outcome of this work so far.

This role will work closely with the Closing Loops project team and the FoodFutures partnership to take forward elements of this community food strategy as part of the Closing Loops project - a 5 year project funded by the National Lottery Climate Action Fund.

For more information about FoodFutures and LESS see www.foodfutures.org.uk and lessuk.org

The timetable for this recruitment is as follows:

Application closing date:	25th February 2022
Short-listing:	w/c 28th February 2022
Interviews:	7th and 9th March 2022
Starting date:	4th April 2022 subject to negotiation

If you are short-listed for an interview, you will be notified by email and telephone. You may be required to undertake a short summary exercise and bring it to the interview. We will forward more details to you prior to the interview.

There will be the possibility of flexibility in the times you work, but we expect for at least part of your hours to be worked on a Monday or Wednesday to coincide with the FoodFutures coordinator.

How to apply

To apply please email anna@lessuk.org with a cover letter (two pages maximum), your curriculum vitae (CV) and details of two referees by the 25th February 2022.

Please refer to the Job Description and Person Specification when writing your cover letter.

Role Description

Job title: Closing Loops Community Engagement and Marketing Coordinator

Responsible to: Closing Loops project coordinator (line manager) and LESS Directors

Salary: £20,280 (starting salary) for 30 hours a week

Hours of work: This post is 30 hours per week. Some weekend and evening work will occasionally be required.

Contract: 5 years fixed term contract.

Purpose of job: To coordinate and oversee the delivery of the Closing Loops project community engagement and marketing plan: stimulating a regenerative food economy in North Lancashire.

The four key intended outcomes for this project are:

1. Zero waste initiatives, closed loop enterprises and sustainable consumption lifestyles start to become normalised and a source of local inspiration for people of all backgrounds **[Images]**.
2. There is increased access to opportunities to learn about and develop the skills needed to support, be supported and initiate zero waste initiatives, regenerative enterprises, sustainable consumption and lifestyle practices **[Skills]**.
3. Locally sourced, seasonal, sustainably produced and packaged food and other goods are more accessible across the District and infrastructure is in place to support a range of people and organisations to re-distribute, compost, re-sell, re-purpose and re-cycle 'waste' **[Stuff]**.
4. There is a thriving Re-Economy in which local communities are shaping a local, regenerative economy in terms of local enterprise but also community networks, community assets, resource sharing and projects. Collective learnings, social and carbon impacts of this project are captured, evaluated and shared widely to inform wise climate action elsewhere **[Scaling Out]**.
5. action elsewhere **[Scaling Out]**.

This role would seek to develop:

- Oversee effective communication and engagement strategies that extend the reach of the project beyond 'the usual suspects' - using a range of communication channels and approaches.
- Support the delivery of a quarterly community food magazine - Thrive - in collaboration with the Closing Loops project team and FoodFutures communications coordinator.
- Develop a financial model for the community magazine that sees it paying for itself after the five year project period.
- Coordinate and deliver an effective annual city wide campaign(s) and programme of events in collaboration with the Closing Loops project team and FoodFutures partnership.
- Support Closing Loop project workers to create accessible tools and resources to share project learning and stories during and beyond the five year funded project.

Place of work: Your place of work will be The Storey in Lancaster and home working where required. The post will involve some travel within Lancashire and occasionally further afield.

Responsibilities:

1. Proactively coordinate the development and delivery of a Closing Loops community engagement and marketing plan that reaches a wide range of stakeholders and is delivered within budget and on time.
2. Support the delivery of weekly columns, monthly newsletter, social media posts and an annual calendar of events - ensuring a cohesive communications and engagement strategy that is inclusive, diverse, community-led and owned and complements FoodFutures wider communications strategy.
3. In partnership with the Closing Loops team and the FoodFutures partnership, coordinate and promote an annual calendar of events that promote a seasonal, 'one planet', North West diet, whilst enabling people to feel and taste this vision. This should include quarterly seasonal markets.
4. Support the delivery of a quarterly community food magazine - Thrive - in collaboration with the Closing Loops project team and FoodFutures communications coordinator. This work should include developing a financial and distribution model for the community magazine that sees it paying for itself after the five year period whilst reaching diverse audiences..
5. Coordinate a city wide campaign(s) as agreed by the Closing Loops project team and FoodFutures.

6. Use a wide range of communication media – press, radio, TV, social media, website, blogs, face-to-face and promotional materials - to effectively brand and publicise the work of Closing Loops - linking it in with FoodFutures partnership and North Lancashire's community food strategy; raising its profile at a local, national and international level.
7. Develop a consistent and credible message of zero waste, sustainable consumption, regenerative enterprise and food sustainability within a North Lancashire context.
8. Monitor and evaluate communications and campaign work to support timely reporting to all stakeholders and funders.
9. Represent Closing Loops, FoodFutures and LESS at meetings where relevant.
10. Keep the FoodFutures and Closing Loops online platforms/ presence up to date, including the Local Food Directory, FoodFutures website and social media channels.

Person Specification

Qualifications

- Educated to A-level standard or equivalent as a minimum.
- Driving licence

Essential

- Evidence of developing and delivering an effective community engagement and marketing strategy that utilises a range of online and offline platforms.
- Good written and verbal communication skills.
- Ability to write for different audiences.
- Evidence of organisation of events.
- Good computer skills, including zoom, shared google documents, email, word-processing, mailchimp, wordpress, survey monkey, excel, use of the internet etc.
- Ability to prioritise and organise work, and to work without direct supervision.
- Ability to empathise with people and groups, to find out what their needs are and working out how these needs can be met.
- Experience of work with a diverse range of stakeholders.
- An awareness of why we should develop sustainable food economies.
- Experience of successful team working.
- Ability to work occasional evening and weekend days as required. 🎬 An ability to follow all organisational policies and procedures.

Desirable Skills and Experience

- An awareness and interest in food sovereignty, alternative food models and economies.
- Experience of successful grant fundraising and/or crowdfunding.

- Experience of working with one or more of the following: farmers, procurement officers, caterers, food retailers, schools, the NHS, community groups, councillors, community food activists.
- Commitment to North Lancashire's community food strategy
- Awareness of different behavior change models and the Theory of Change framework