



Terms of Reference: Digital communications support

20 September 2018

Feedback is a small charity in London, dedicated to regenerating nature by reducing the negative impacts of our food system. We are particularly known for our work on food waste, addressing the profligate waste of the planet's resources through events, campaigning and piloting new alternatives to our broken food system.

We are planning to outsource some elements of our digital communications delivery. We are looking for an experienced digital communications or marketing professional to take on the day to day management of some elements of Feedback's digital presence and interaction with supporters and the broader public through social media channels, our website and our contact email account.

The consultant will work closely with the Head of Communications and Communications Coordinator within the framework of Feedback's wider communications strategy and messaging to:

- Manage day to day content creation and interaction with supporters on Twitter, Facebook and Instagram (1-2 hours per day)
- Design and manage social media campaigns around particular external events or Feedback campaigns (e.g. Christmas, World Food Day, media stories or campaign launches) (ad hoc – 2 hours a week)
- Contribute to and manage a communications calendar shared by staff (1 hour per week)
- Act as a website editor, carrying out basic updates, maintenance and quality control on our website content (2-3 hours a week)
- Triage contact from supporters and others through our contact email address; and interact with staff members to ensure issues are dealt with on a case-by-case basis. (1-2 hours a week)
- Assist with writing emails to supporters and setting up and monitoring supporter journeys using our supporter engagement tool, Action Network. (1-2 hours per week)
- Collate a weekly summary of Feedback's media mentions. (1 hour per week)

We are looking for:

- Strong experience with digital communications and outreach, in particular in an NGO/issues-based context.
- A flair for creative content generation on a low budget – for example using Canva and other free tools to create online content.
- Strong writing and editing skills – including an eye for detail.
- Flexibility to respond to changing demands and an ability to work independently, take the initiative as well as know when to escalate an issue.
- Ideally, an interest in food issues and the environment.
- Desirable: experience in basic use of InDesign to lay out documents using a pre-existing template.

This contract would suit an individual building a freelance business providing social media and digital services to charities or other small organisations, and looking for highly flexible, home-based work. We

Feedback enables the regeneration of nature by reducing the demands placed on it by the food system. To do this, we challenge power, catalyse action and empower people to achieve positive change.

feedbackglobal.org | hello@feedbackglobal.org | 0203 051 8633
Feedback, 61 Mare St, London E8 4RG | Registered Charity No: 1155064



envisage that Feedback will require 7-15 hours of support per week, spread out over several days, with an average of 12 hours a week at a rate of £16 p/h.

Contract length: 6 months initially. If this arrangement is working well for both parties after 6 months it is envisaged the contract would be extended long-term.

Deadline for expressions of interest: Friday 5th October.

Please send a CV and cover letter expressing your interest and experience to jobs@feedbackglobal.org, with the subject line 'Communications EOI'. Interviews will be held during the week commencing 8th October.

Feedback enables the regeneration of nature by reducing the demands placed on it by the food system. To do this, we challenge power, catalyse action and empower people to achieve positive change.

feedbackglobal.org | hello@feedbackglobal.org | 0203 051 8633
Feedback, 61 Mare St, London E8 4RG | Registered Charity No: 1155064



Feedback enables the regeneration of nature by reducing the demands placed on it by the food system. To do this, we challenge power, catalyse action and empower people to achieve positive change.

feedbackglobal.org | hello@feedbackglobal.org | 0203 051 8633
Feedback, 61 Mare St, London E8 4RG | Registered Charity No: 1155064