

## Job Description

Job Title: **Press Officer**  
Reporting To: **Marketing Manager**  
Salary: **£28-30k**  
Contract type: **12-month – likely to be extended**

### About The Felix Project

The Felix Project is London's biggest food redistribution charity and the largest end-to-end food redistribution charity in Europe.

Our vision is a London where no one goes hungry and good food is never wasted.

We rescue surplus food from businesses, supermarkets, restaurants and farms. This food is nutritious, in-date, and safe and includes a high proportion of fresh vegetables, fruit, meat and fish. If we did not rescue this food, it would be at risk of going to waste. Instead, we deliver it free of charge to London charities, schools, food banks, COVID food hubs and other organisations serving people in need. Our food is a vital lifeline for children and families, people on low incomes, people who have lost their jobs, the homeless, refugees, domestic abuse survivors, the elderly and keyworkers.

We are a very ambitious and dynamic young charity and we haven't stopped growing since we were founded in 2016 in memory of Felix Byam Shaw, by his father, entrepreneur Justin Byam Shaw. We recently ran a very high-profile media campaign with the Evening Standard and Independent, raising £10million to feed London. We have celebrity endorsement from Reece James, Phoebe Waller-Bridge and Jack Whitehall, Stephen Fry, James May and many others.

Last year we delivered enough food for 21.1 million meals to help people in need. We have continuing major growth plans for the next 4 years, with a target of delivering enough food for 100 million meals by 2024. Because nearly all the food we receive is donated by the food industry and volunteers, every £1 of expenditure redistributes £10 worth of food.

### Purpose of the Job

This is an exciting new role designed to:

- 1) Broaden our media coverage in both consumer media and within the specialist food sector, with a focus on London audiences.
- 2) Expand our storytelling by developing case studies, photography, video and data that can be used across the organization – leading on a project to create a central case study/asset library.

The Marketing Team is a small team made up of two other members. Although all three members are involved in media, this role will be the most media and PR focused. The ideal candidate will be London-based and willing to be 'always on the go', with a brilliant eye for detail, strong research skills and a highly organized approach.

## Duties and Accountabilities

Media:

- Implement our PR strategy, which supports the objective of the Marketing Strategy to become 'one of London's best-known charities'.
- Build relationships with key journalists across broadcast, digital, print, and radio (as outlined in PR strategy), targeting specialist food industry media as well as consumer.
- Be on-call for journalists, responding to reactive requests in good time.
- Research and pitch stories, providing all follow-through for journalists.
- Provide quotes, data and sign off for partner press releases.
- Write press releases and upload them to our website as news stories.
- Help to manage our existing media relationships, working closely with the Marketing Manager, Comms Officer and Relationship Manager.
- Use the Cision platform to pitch, research journalists, make notes, build lists and review progress – making sure we as an organization can track a history of our conversations and contacts.
- Use the Cision platform to produce monthly reports and share these with analysis.
- Manage the media and news section of the website, working with the Communications Officer and Developer to improve the overall site experience.

Storytelling:

- Project manage the development of a new asset library and, when live, upload assets and case studies to the new library, with correct tagging and permissions.
- Interview beneficiaries and charity partners for our case study library, managing consent and permissions, and being alert to safeguarding and sensitivities.
- Work closely with the relationship manager on certain pitches and celeb activity.
- Keep an eye out for good stories, to be used in PR or elsewhere, and use research to make the stories really click.

- Build relationships with some of the 900+ charities and schools we work with across London, visiting in person as well as communicating via phone and email.
- Review our current process for consent and rights of use.
- Organize, manage and attend content/VIP visits with partners, media and/or celebrities.

## Person Specification

The Felix Project recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage job applications from candidates from diverse backgrounds.

We particularly welcome applications from those of a black and minority ethnic (BAME) background, as BAME people are currently under-represented within The Felix Project.

The ideal candidate will be passionate about selling a story, with an eye for what works in the media or on social media. You will be happy to be always 'on the go', moving across London to meet with different journalists, charities and people. At the same time, you will be organised, with an eye for detail, an understanding of what journalists want, with the skills need to produce brilliant pitches and deliver all the follow-through.

## Essential skills/knowledge relevant to this role

- Brilliant writer and researcher
- Proven results securing impressive media coverage
- Familiar with Cision (formerly Gorkhana) and how to make the most of it
- Experienced interviewing beneficiaries for case studies
- Understands consent and safeguarding issues
- Strategic thinker and planner
- Friendly & great with people
- Highly organized and methodical
- Energized by a good story
- Great attention to detail
- Can work in a very fast paced environment
- Picks up the phone rather than emailing
- Confident managing logistics
- A real networker
- Creative, with lots of ideas about how to make a story pop
- Works well under pressure
- Able to prioritize workloads

- Understands the importance of digital and social
- Experience at managing an asset library
- Knowledge of GDPR

### Desirable skills/knowledge relevant to this role

- Warm contacts at any of the following: BBC London, ITV London, The Guardian, TimeOut, The Grocer.
- Photography and/or video skills
- Experience with celebs a plus

### What you'll get in return

You will be working in an upbeat, innovative charity with strong vision, ambition and a fantastic culture and leadership team. This role is located across London, with some at-home working. The salary is c£28,000-£30,000 per annum (dependant on experience), 25 days annual leave + bank holidays.

Contract Type: 1 year (to go perm)  
Hours: 37.5 hours per week.

### Application procedure

Please send your CV with a covering letter demonstrating your suitability for the role to [recruitment@thefelixproject.org](mailto:recruitment@thefelixproject.org) with 'Press Officer'. Please also include an example of a piece of media you have secured and a case study you have collected.

### Recruitment timeline

Applications close: 9<sup>th</sup> June 2021  
First interviews: 14<sup>th</sup> June