

Job Description

Job title: Food-Link Manager

Hours: 18.5 hours per week. Some evening and weekend work will be required, but there is potential for flexible core hours for the right candidate.

Terms: Fixed term contract for 3 years

Salary: £25,000 pa pro rata

Location: Central Totnes

Background:

For the last 3 years Transition Town Totnes (TTT) has run a project called Food-Link that has developed a network of local producers, processors, restaurateurs and retailers, and explored with them the challenges and potential solutions to increasing supply and demand for local food. These activities have helped to unlock untapped skills and resources in the community of Totnes and District.

The new Food-Link Manager will be a dynamic individual who has excellent interpersonal, communication and financial management skills, and the ability to relate to businesses across the local food sector.

They will be expected to build on the Food-Link project in the following ways:

1. Devise and implement a campaign to encourage householders to shift 10% of their food spend to local food producers and processors.
2. Plan and run a range of events that bring local producers together with local customers, both domestic and commercial.
3. Working with retailers, restaurateurs and other stakeholders to create a brand that identifies local food across the town and environs.
4. Support the TTT project, Grown in Totnes, as it develops.

Key responsibilities:

Administration and Finance:

- To keep accurate records of spending, deliver meeting minutes and report to key stakeholders, including funders, for the project.
- To manage project budgets and evaluate progress at regular intervals.
- To research and apply for further funding to enhance the project outcomes.
- To take up any relevant training opportunities and other duties as required, which may include some travel.
- To assist the Manager of Grown in Totnes with cashflow forecasting and monitoring.

Communications and Marketing

- To devise and implement a communications and marketing strategy for the 10% shift campaign.
- To ensure the ethos of the initiative runs as a narrative through the marketing, both to customers and the wider audience.
- To work with professionals to design a brand and marketing materials for this initiative.
- To support Grown in Totnes with social media assistance as required.
- To run events and workshops throughout the three years to raise awareness and build support.
- To keep comprehensive and up-to-date records of local producers, processors, retailers and restaurateurs.
- To establish, maintain and expand relationships with customers and to network within the local community and with other relevant food projects.
- To establish a relationship with the local and regional press.
- To work collaboratively with others who are involved in innovative, new approaches to food and farming, building on partnerships locally and further afield to ensure lessons are shared.
- To work with colleagues to strengthen links with other TTT projects and partnerships.
- To work closely with the Food Shed and be the principal person to recruit and liaise with local food producers and processors.
- To develop methods to measure progress and to keep in mind the possibilities of replication for other communities.

Person specification:

Essential	Desirable
Confident user of IT, including Microsoft Office, email, internet and social media.	Experience with website design and / or maintenance.
A fluent communicator, both oral and written.	Experience of giving presentations to a variety of audiences.
Experience of managing budgets and resources.	Experience of budget / resource planning / forecasting.
Experience of running a marketing campaign.	Experience in the field of community development / public engagement.
Experience in a customer facing role, or working with the business community.	Experience of report writing, preparing grant applications, taking minutes.
Excellent team working and interpersonal skills with the ability to lead confidently.	Local knowledge.
Self motivated with excellent organisational skills.	Experience of event and campaign planning / management.
Good understanding of issues around provision of local food.	Food industry or retail industry experience.
Ability to think laterally and multi task.	