

The Fairtrade Foundation



Job Title: Temporary Head of Creative Services

Reports to: Marketing Director

Staff Reporting: Writer/Editor, Video and Digital Project Co-ordinator, Digital Marketing Officer, Artworker

Based at: Third Floor, IbeX House, 42-47 Minories, London EC3N 1DY

Background

The Fairtrade Foundation is a passionate and ambitious development organisation committed to tackling poverty and injustice through trade. We are best known as the independent, not-for-profit body behind the FAIRTRADE Mark, a product label assuring consumers that their purchase helps disadvantaged farmers and workers in developing countries secure a better deal.

We undertake our certification and product labelling work as the UK member of Fairtrade Labelling Organisations International (FLO), a global network of organisations working to common standards and verification systems. We are one of the largest and fastest growing of the 21 Labelling Initiatives in FLO, working with hundreds of companies on thousands of products that generated sales of £800m in 2009. FLO's membership also includes Producer Networks in Africa, Asia and Latin America/Caribbean, as co-owners alongside the Labelling Initiatives, and the Fairtrade Foundation is playing a leading role in enabling the Networks to play a larger role in the system.

The Foundation is also responsible for building public support for Fairtrade and for bringing together producers and consumers in a citizens' movement for change. The growing number of Fairtrade towns and cities, faith communities and schools and universities are a testament to the efforts of our grass-roots supporter networks.

In the UK, the Foundation employs over 100 staff across six distinct areas: Certification, Commercial Relations, Communications & Policy, Finance & Resources, Marketing and Producer Partnerships.

We are currently implementing our Tipping The Balance strategy (2008-12) to achieve a step change in the impact of our work on producers in developing countries by changing consumer behaviour and business practices in the UK.

The Marketing Directorate

This post will be based within the Marketing department. This department of over 20 people consists of four inter-related areas; Mark Management, Consumer Marketing, Creative Services and Commercial Marketing, and together these are responsible for driving recognition of the FAIRTRADE Mark, public understanding of and demand for Fairtrade products. The team works extensively with internal and external partners in the promotion of Fairtrade and the application of the FAIRTRADE Mark. The post is a maternity cover role, offered as a six-month contract with the possibility of extension for not more than a further four months.

Purpose of Job

To oversee the production of all of the Foundation's internally generated communications materials and to work with external agencies and internal stakeholders in ensuring consistency and creative excellence in all outputs.

Key tasks

1. To oversee the production of creative content within the team, proactively managing workflows, anticipating briefs, ensuring appropriate resource allocation and creating sufficient space for the delivery of creative excellence
2. To inspire high quality creative output from each of the team members, including gate-keeping the quality of the briefs coming in
3. To develop and oversee a programme which communicates the Foundation's key messages to its various audiences through the development and maintenance of our direct channels of communication. This involves working with colleagues to develop a sophisticated calendar of messages, being updated on a daily, weekly and monthly basis
4. To steer the day-to-day management of the website and social networks, ensuring they are updated regularly and accurately, editorially balanced, and meeting key audience engagement KPIs
5. To control budgets across the whole team ensuring that the area is delivering value for money for the Foundation and that ROI is realised from investments in increasing audience engagement
6. To develop relationships with third parties such as photographers, film-makers, digital agencies and editors who can be sub-contracted to generate creative output with the team
7. To own the Fairtrade Foundation brand guidelines
8. Along with the Video and Digital Project Co-coordinator, as key stakeholders in the Foundation's relationship with Comic Relief, to own activity and performance reporting and to ensure the output from the team is delivering value against the aims of the Comic Relief grant
9. To build structure and content in the Foundation's asset library, ensuring this is highly usable and organised and integrates with the international organisation as far as possible to achieve efficiencies across the wider movement. To encourage widespread utilisation of the Foundation's assets
10. To keep other international Fairtrade offices informed of the output of the team and facilitate cross border usage. Likewise to tap into international resources as far as possible to reduce costs
11. To deliver, in collaboration with the team and international colleagues, a comprehensive plan for a new organisational website to launch in 2011
12. To work with colleagues across the Foundation to produce effective product pages, on and off-line, to showcase the various Fairtrade product categories, and to ensure these are kept up-to-date

Person Specification

Essential

- Experience of leading a creative unit either in a busy marketing department or in an agency
- Sufficient technical knowledge of creative development processes, on and off line, to be able to steer and develop a creative team
- Experience in website and digital communications management
- Strong line management skills, with the ability to lead and develop a high performing team
- Demonstrable strong stakeholder management skills
- Highly organised, with proven ability to manage own workload and the workloads of a team of staff
- Proven strong project management skills
- Experience of managing budgets
- Results orientation, with a drive for positive outcomes in all aspects of work
- Excellent creative judgement with proven experience of managing impactful creative output

Desirable

- Knowledge of and commitment to Fairtrade and development issues

Review arrangements

The details contained in the job description, particularly the principal accountabilities, reflect the content of the job at the date the job description was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, the Fairtrade Foundation will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.

Terms and Conditions

| | |
|---------------------------------|---|
| Post: | Temporary Head of Creative Services |
| Location: | The Fairtrade Foundation, Ibex House, 42 – 47 Minories, London, EC3N 1DY or if required at another location or office to be able to carry out the duties of the post |
| Contract: | Temporary 6-month contract with possibility of extension for not more than a further 4 months |
| Visa requirements: | The Foundation does not currently have the ability to issue sponsorship certificates to individuals without the right to work in the UK |
| Salary: | £34,089 per annum, pro rata at first scale point within the band £34,089 - £38,211 |
| Hours: | 35 hours Monday to Friday, flexitime is worked around core hours of 10.30 to 16.00. Hours worked in agreement with your line manager. Overtime payments are not normally made although time of in lieu will normally be given where excess hours are worked |
| Probation period: | Some travel may be involved in the UK and mainland Europe All new appointments are subject to a probationary period of 6 months |
| Holidays: | The holiday leave year runs from 1 January - 31 December. Holiday entitlement for full-time employees is 25 days per annum, plus three days between Christmas and New Year (pro-rata for part-time employees) Holiday entitlement increases by 5 days after completion of 5 years continuous service by the beginning of the new Fairtrade Foundation leave year which runs from 1 January - 31 December |
| Pension: | Optional contributory pension scheme (sliding scale up to a maximum 6- 10% by employer, dependent on employee contribution from 1% - 5%) |
| Health care: | Corporate cover via Benenden Health is available to all staff |
| Training: | All staff have access to appropriate training |
| Season ticket/Bike loan: | An interest free season ticket or bike loan facility is available to all permanent staff |
| Home computers: | An interest free loan to purchase home computers is available to all permanent staff |

- Childcare vouchers:** The Fairtrade Foundation operates a childcare voucher salary sacrifice scheme whereby you can sacrifice some of your gross salary to buy vouchers for childcare. This can be financially valuable to you as you don't have to pay tax or National Insurance contributions on the value of the vouchers
- Bike purchase scheme:** This is similar to the childcare voucher salary sacrifice scheme above, which offers employees the opportunity to make savings in respect of income tax and national insurance contributions on the cost of purchasing a bicycle to ride to work
- Healthy lifestyle:** The Fairtrade Foundation will provide a basket of fresh and dried fruit at the office once a week
- Access:** There is step free access to our third floor offices by way of a passenger lift
- Smoking policy:** The Fairtrade Foundation has a non-smoking policy throughout the organisation
- Equal Opportunities:** The Fairtrade Foundation is an equal opportunities employer. We aim to ensure that no employee, job applicant, or volunteer receives less favourable treatment because of their colour, race, nationality or ethnic or national origins, class, sex, sexual orientation, age, religious beliefs, marital status, family situation or disability
- Selection criteria and procedures will be regularly reviewed to ensure that individuals are treated on the basis of their relevant merits and abilities. All employees will be given equal opportunity and access to training (within the limited funds available)
- The Foundation is committed to making the policy effective and will bring it to the attention of all employees, applicants and volunteers. Anyone working with or for the Foundation is expected to abide by the spirit of this policy. A detailed implementation guide will be made available to anyone working for the Foundation in any capacity

Application Procedure

For more information please and an application form (CVs will not be accepted), please e-mail jobs@fairtrade.org.uk, or call 020 7405 5942.

Completed applications should be e-mailed to jobs@fairtrade.org.uk in Word or Rich Text Format or posted to:

Head of Human Resources
The Fairtrade Foundation
3rd Floor, Ibex House
42 – 47 Minories
London, EC3N 1DY

While we are happy to accept email applications we cannot be responsible for the quality of copy obtained.

The deadline for applications **is Monday 22 March 2010 (10am at the latest)**. Late applications will not be accepted.

First round interviews will be held on **Wednesday 7 April 2010**
Second round interviews will be held on **Wednesday 14 April 2010**.

If you have not heard from us by **Wednesday 7 April 2010**, then you have been unsuccessful on this occasion. We are sorry that we are unable to contact unsuccessful applicants due to the sheer volume of applications and limited resources.

However, thank you for your interest in working for the Fairtrade Foundation.