



The Fairtrade Foundation

Job Title:	Temporary Assistant Press Officer
Reports to:	Media & PR Manager
Staff reporting:	None, supervision of volunteers is required
Based at:	IBEX House, 42-47 Minories, London EC3 1DY
Band:	H
Salary:	£23,107 per annum, pro-rata
Duration:	3 months fixed-term contract
Date updated:	February 2012

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 £1.17billion in 2010. 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 grassroots supporter networks.

In the UK, the Foundation employs 115 staff across distinct areas: Communications & Policy, Commercial Relations, Marketing, Producer Partnerships, Certification and Finance & Resources (including Fundraising, IT, human resources and administration).

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 Communications and Policy Directorate

The Communications and Policy Directorate is responsible for driving public awareness and campaigning on Fairtrade and influencing policy change in favour of disadvantaged producers in developing countries. It leads the organisation's work on corporate communications, public affairs, media and PR, campaigns and grassroots movement support, NGO relations, public policy, advocacy and impact research. The team works in support of the Fairtrade Foundation's Tipping the Balance goals to increase impact for producers, grow the market for Fairtrade and influence public opinion and lifestyles.

Media Team

Sitting within the Communications team, the Media team aims to promote understanding of the work of the Fairtrade Foundation through mainstream broadcast, print and new media as well as trade, stakeholder, faith and other specialist media outlets. The main tasks of the team revolve around the development and delivery of a strategy which will establish a strong voice for the Fairtrade Foundation and our campaigns in national and regional media. The annual Fairtrade Fortnight campaign in March is pivotal for the team with facility trips planned to visit producers and events organised to attract media coverage.

The team liaises with grassroots activists and member organisations to take forward media campaigns that promote understanding and accessibility of FAIRTRADE Mark products. The team works with retailers and companies on new product and new product category launches.

Job purpose

Reporting to the Media & PR Manager, the Assistant Press Officer is responsible for the administrative functions of the team & maintaining press office systems. The post-holder will support the work of the media team in order to achieve high quality print, broadcast, and new media that furthers the understanding of the work of Fairtrade Foundation

Key tasks

- Acting as a first point of contact for general press enquiries to the team, as well as meeting and greeting journalists at various events internally and externally.
- Ensuring the smooth running of the Fairtrade Foundation press office.

- Working with the Head of Media and Media & PR Managers to develop and issue media material including press releases and articles to publicise campaigns, product launches and other events as appropriate in national and local media.
- Supporting the Head of Media Relations and Media & PR Managers to generate positive and regular press coverage with the objective of raising awareness among consumers of the FAIRTRADE mark and its impact for producers in developing countries
- Supporting the Head of Media Relations and Media & PR Managers in developing opportunities for celebrity support.
- Maintaining relationships with media organisations.
- Collating and reporting on print and broadcast coverage for the Foundation.
 1. Compile a weekly report summarizing press coverage
 2. Manage the press clippings service by liaising with our external agency to ensure clippings are systematically logged and filed, so that analysis reports can be generated.
 3. Create coverage books and presentations following Fairtrade Fortnight campaign
 4. Manage the audio/video library, recording audio/video programmes, and logging and archiving tapes and videos.
- Booking travel and accommodation for the team as necessary
- Scheduling internal and external meetings for the Media team, co-ordinating & sending Fairtrade product samples to journalists as and when appropriate.
- Assisting with setting up broadcast interviews both on-site and off-site
- Maintaining an accurate press mailing list.
- Promoting the work of the Media Team internally by ensuring relevant media work is displayed to a high standard in the reception area.
- Assisting Press & PR Manager in coordination of media training for relevant members of staff
- Providing administrative support to organise media events, launches and press events.
- Working with the IT department to enable the smooth introduction of new IT systems and software to support the work of the Media team.
- Assisting with the setting up of photo calls, as appropriate.
- Helping with other press office activities as required.
- Providing administrative support to the Head of Media Relations and Media & PR Managers where required.

Person Specification

Job Title:	Temporary Assistant Press Officer
Band:	H
Education/ Training	Degree level qualification or comparable by experience
Experience	<ul style="list-style-type: none"> > Experience of working in a press office and dealing with journalists (D) > Experience of administration and prioritisation of tasks (E) > Experience of drafting press releases in the not for profit sector (D) > Experience of acting as the first point of contact within a media team (D) <p>Previous experience of using Gorkhna or other journalist contact database (D)</p>
Knowledge/ Technical Skills	<ul style="list-style-type: none"> > Excellent written and verbal communications skills (E) > Excellent interpersonal skills and successful team working (E) > Proven ability to be able to extract and summarise key points (E) > Excellent skills in the use of IT applications including Microsoft Word, Excel, PowerPoint, Outlook, and Internet (E) > Excellent attention to detail and high standard of accuracy (E) > Ability to multi task and prioritise a busy workload (E) > Previous experience of dealing with external media monitoring or press clippings services would be an advantage (D) > Able to deal confidently with internal and external stakeholders (E)
Competencies	<p>Our energy:</p> <ul style="list-style-type: none"> > Passionate commitment - Having a ‘fire in the belly’ for the work of the Foundation and a belief in the ultimate success of the organisation. It is about harnessing the energy of that commitment and contributing to a positive atmosphere. > Embracing change - Flexibility and responsiveness to changing need. It is about innovating, doing something new or differently. It also involves welcoming creative ideas and solutions. > Working with integrity - Using a principled approach as a touchstone for every decision and action. Choosing to do the right thing even when it is difficult. <p>Our work:</p> <ul style="list-style-type: none"> > Delivering demonstratable results - Achieving a high quantity of measurable results whilst maintaining, or even raising, quality of work. It is about doing the right thing and doing it well. > Managing resources responsibly - Managing the Foundation’s resources well. It involves negotiating best value for the Foundation and ensuring the longevity of the organisation.

	<ul style="list-style-type: none"> > Information & knowledge management - Working in a way that values the gathering, management and sharing of information (facts and data) and knowledge (understanding gained through experience) of benefit to the Foundation. <p>Our World:</p> <ul style="list-style-type: none"> > Influencing the World - Contributing to the Foundation being recognised as the UK's leading authority on fair trade. It involves playing an influential role in the move to transform trade in favour of the poor and disadvantaged. It includes influencing external agencies and individuals to achieve organisational results. > Leadership - Taking a leadership role regardless of your rank within the hierarchy. It involves acting with vision, being decisive and working for the good of the entire organisation and its mission. > Inter and intra teamwork - Working in a way which acknowledges the interdependence of people in your team and other teams. It is also about effective cross-team project working. > Positive relationships - Fostering and maintaining constructive and professional relationships with colleagues and external stakeholders.
Personal skills / Behaviours	<ul style="list-style-type: none"> > Able to form effective working relationships with colleagues > Commitment to the vision and mission of Fairtrade (E) > Knowledge of the Fairtrade movement and the work of the Fairtrade Foundation > Willingness to travel and work some evenings and weekends > An understanding and commitment to equal opportunities

* E = Essential D = Desirable

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 Assistant Press Officer
Location:	The Fairtrade Foundation, 3rd Floor, 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:	Fixed-term contract
Visas:	The Foundation does not currently have the ability to issue sponsorship certificates to individuals without the right to work in the UK
Salary:	£23,107 per annum, pro-rata
Hours:	35 hours per week (days and times to be agreed); flexible hours around a core working day of 10:30am – 4:00pm are available by arrangement with your line manager. Overtime payments are not normally made although time off in lieu will normally be given where excess hours are worked
Probation period:	N/A
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)
Pension:	Optional contributory pension scheme (sliding scale up to a maximum of 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

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:	<p>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.</p> <p>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).</p> <p>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.</p>