

Freelance Communications Coordinator

JOB DESCRIPTION

Hours: 1 day (8 hours) per week (spread across two or more days)

Salary: Please state your hourly rate in your application. Travel expenses are paid at standard rates upon prior approval.

Contract: Freelance (funded initially 12 months and potential to develop). Applicants must provide evidence of freelance status and examples of existing clients.

Location: Remote, with occasional travel across Gloucestershire or team meetings near Stroud

Closing date: 1st February (applications reviewed on a rolling basis)

About Feeding Gloucestershire

Feeding Gloucestershire is the county's food infrastructure and multi-agency organisation, which launched in September 2022 and became an established charity in February 2024. We are the countywide food resilience partner of Gloucestershire VCSE Alliance and regional partner of Feeding Britain.

We believe that food is key to helping our communities thrive. We want to live in a county where everyone can eat well and live healthily. Our vision is for everyone in Gloucestershire to have fair access to affordable, nutritious and sustainable food and the power to make choices about what, where and when they eat and build connected communities.

About the role

We are looking for a skilled and proactive Communications Coordinator to take a leading role in how Feeding Gloucestershire communicates online.

Working closely with our small and collaborative team, you will lead on the delivery and development of our digital channels. You will create high-quality written and visual content, manage and grow our social media presence, and ensure our digital platforms tell compelling stories that highlight community strengths, celebrate local action, and demonstrate the impact of our work.

This role is ideal for someone who is creative, well organised, and confident in delivering digital communications. You will bring strong copywriting skills and the ability to translate complex issues into accessible and engaging content. You do not need to be an expert in food poverty, but alignment with our values and a passion for helping ensure people have access to good food is essential.

Key responsibilities

- Leading the development and delivery of Feeding Gloucestershire's social media strategy across Instagram and LinkedIn
- Managing social media activity, engaging proactively with audiences and building a strong online community
- Creating high-quality digital content, including graphics, videos, infographics and written materials
- Producing a bi-monthly online newsletter in Mailchimp
- Maintaining and updating the Feeding Gloucestershire website, including creating new content and improving SEO
- Monitoring and reporting on digital performance using analytics tools
- Staying informed on digital trends and identifying opportunities to improve narrative and reach
- Creating templates, presentations and other digital materials to promote our work

Skills, knowledge and experience

Essential criteria

- At least 3 years' experience in digital communications
- Strong writing and editing skills
- Creativity, attention to detail, and strong organisational skills
- Experience managing social media channels and creating content
- Confidence with scheduling tools and analytics software
- Graphic design skills (Canva or similar)
- Experience using Wordpress and maintaining websites
- A good understanding of SEO principles
- Very confident with IT, including Office 365
- Ability to work independently and collaboratively in a remote team
- Previous or current experience in a VCSE environment

Desirable criteria

- Photography skills
- Video editing skills
- Experience working with the media
- Experience creating branding guidelines
- Experience designing reports
- An interest in food security, public health or food systems
- Driving licence and access to your own vehicle

How to apply

Please send a copy of your CV and a 1-page cover letter to info@feedinggloucestershire.org.uk by 1st February. In your cover letter, please include your proposed hourly rate. You are welcome to attach a short portfolio too.

Applications will be assessed on a rolling basis and we reserve the right to close the role early if a suitable candidate is identified.

For an informal chat about the role, please get in touch with Joanna Scott:

joanna@feedinggloucestershire.org.uk