

GiFTS: Gathering (in) Food, Telling Stories

Person Specification: GiFTS Project Coordinator for IER

Responsibilities:

- **Knowledge Sharing for Policy Interventions:** The coordinator will facilitate the growth in connection between and for Community Food Growing (CFG) initiatives in Reading. They will ensure that these initiatives are well-networked with each other and activities, ideas and knowledge emerging from CFG initiatives are shared with key decision makers among IER stakeholders. The coordinator will foster a practice of shared learning and effective knowledge exchange to support IER's objectives of influencing local policy makers, connecting across community groups, schools and education providers and the wider business community.
- **Communication Strategies for Effective Engagement:** The coordinator will build on the strong foundations of Incredible Edible Reading to engage audiences widely. They will use both in-person and digital tactics to attract new food-growers and will adopt storytelling techniques to influence decision makers.

Key activities associated with the role include:

- Coordinating the organization and distribution of resources to garden tutors and community garden groups.
- Establishing a process for and collecting evidence for impact assessment.
- Identifying new toolkits to produce for usage across locations.
- Contributing to the development of a volunteer recruitment program.
- Arranging social and educational events to celebrate the success of the initiatives, such as consultations, community feasts, and seed swaps.



Key Deliverables anticipated from the project:

We will measure the success of the project primarily using a qualitative storytelling framework that situates the coordinator at the heart of the project's goals: to connect and engage. The measures will focus on the following:

- Ecological Empowerment: What tactics have we used to empower individuals to make sustainable decisions and actions?
- Community Flourishing: How have we effectively encouraged growth in community participation? How has the project developed shared goals and how can we use these insights to develop deeper connections with our target audiences?
- Radical Hopefulness: What messages have inspired optimism and resilience through positive changes (small actions) that we have been encouraging through our comms and content channels?

We will supplement the qualitative storytelling measures with a range of quantitative data derived from our various channels, associated with campaigns and events (e.g. SM analytics and engagement stats)

Person Requirements:

- Excellent networking and relationship-building skills
- Strong and creative communication abilities
- Awareness of social media practices (some experience welcome, but not necessary)
- Awareness of climate-friendly food-growing challenges and opportunities.
- Ability to inspire and engage a diverse range of stakeholders
- Ability to work both collectively and individually
- Must have: access to own computer, internet connection, safe space to work in, willingness to work evenings and weekends (for 3 x events max)
- Available for 16 weeks between June and October (incl) 2024
- Some travel within Reading to visit gardens
- Requirement to create audio-visual digital stories

**What we offer:**

- A placement contract as part of a project funded by [Transition Together](#)
- Flexible working max.20 hours/week (£13/hour)
- Supervision from IER staff and mentoring from GiFTS project team
- Access to office space at RISC
- Free gardening sessions
- Free training in digital storytelling methods

Application form: <https://forms.gle/dRBJKHaBDFVFy4hr7>

Closing date: 30 May 2024.

Early application is encouraged. We reserve the right to close the application process before the deadline.

Applications will be assessed by at least one member of the project team for shortlisting for interview. Interviews will be conducted by at least two members of the project team and one non-project team member.

Any queries, or if you need to request these details in another format, please contact the Incredible Edible Reading team: hello@incredibleediblerdg.org