



## Job description - Brand Ambassador & Events Manager

Job title	Brand Ambassador & Events Manager
Hours / contract	15 hours per week (part-time), Hybrid. Permanent.
Salary	£11,271
Location	Swindon (with some evening/weekend work depending on events calendar).
Reporting to	Income Generation Manager & CEO
Purpose	To represent SFC publicly, grow local awareness and engagement, and plan/deliver events that strengthen supporter relationships and generate qualified leads for fundraising.

## Recruitment Process

- *Internal advert (current volunteers, staff and trustees eligible)*
- **Closing Date: Tuesday 7<sup>th</sup> April 2025 5pm**
- Interview Date: Thursday 9th April morning / afternoon TBC
- Application process: CV and up to two-sided A4 cover letter.
- Email to [Matt.Jones@swindonfoodcollective.org](mailto:Matt.Jones@swindonfoodcollective.org)
  
- DBS Basic Required
- Driving License Required
- Start Date: ASAP – Ideally April 2026.

## About Swindon Food Collective

Swindon Food Collective is an independent food bank serving Swindon and the surrounding area. Our mission is to reduce the impact of food poverty on people in crisis in the Swindon and district area. We provide emergency food and essential items, working with a wide network of referral agencies and supporters.

Please see our website and social media pages for more information.



## Key responsibilities

### Brand ambassador and engagement

- Act as a confident, positive public-facing representative for SFC at community and corporate events. Event examples include supermarket donation drives, charity luncheons, fairs, corporate wellbeing, etc
- Build relationships with local businesses, community groups, supermarkets, faith groups and civic partners to increase visibility and supporter engagement.
- Identify and qualify supporter leads (individuals and organisations) and hand over to the CEO/Income Generation lead through agreed process.

### Events planning and delivery

- Own the events calendar (planning, logistics, suppliers, risk assessments, event SOP's and post-event debriefs).
- Coordinate and team lead volunteers for events, ensuring clear roles, briefings and a positive experience.
- Support delivery of both fundraising and awareness events, ensuring alignment with SFC brand and safeguarding requirements.

### Marketing and communications (event-focused)

- Create and schedule event promotional content (web, email, social media) using agreed templates and tone of voice.
- Capture stories and assets from events (photos, quotes) in line with consent and data protection requirements.
- Work with Operations/warehouse teams to ensure public messaging reflects operational realities (e.g., donation needs, distribution capacity).

### Administration, compliance and reporting

- Maintain accurate event records (budgets, income, costs, attendance and contacts) and provide a short post-event report.
- Follow SFC policies on safeguarding, health and safety, GDPR and brand use.
- Work to agreed KPIs and provide monthly updates to CEO/Operations Manager.
- Fulfilling ad hoc business requests in line with the senior management team: operations manager and income generation manager.



## Person specification

### Essential

- Proven experience coordinating charitable events and working with multiple stakeholders (community and/or corporate) and successful track record of fundraising events.
- Established local network of community contacts e.g., local government, charities, SME's
- Driving Licence & able to work outside of typical core hours – Monday to Friday 9-5pm
- Strong communication skills and confidence representing an organisation publicly.
- Highly organised with excellent attention to detail; able to manage multiple deadlines in a small team.
- Comfortable with basic digital tools (email, spreadsheets) and social media/event promotion.
- Willingness to work flexibly around the events calendar (some evenings/weekends).
- Commitment to SFC's mission and values, with a respectful approach to working with people in crisis.

### Desirable

- Experience working or volunteering in the charity/not-for-profit sector.
- Basic marketing/content skills (Canva, simple video/photo editing, Mailchimp or similar).
- Experience coordinating, recruiting and training volunteers.
- High profile networking contacts and knowledge of Swindon community events and local stakeholders.

## Key performance indicators (KPIs)

- Events delivered to plan (calendar coverage, quality, safety and budget control).
- Growth in awareness and engagement (attendance, partner involvement, social engagement where measurable).
- Constant pipeline of events and successful coordination of event volunteers to manage events
- Qualified leads generated and handed over to CEO/Income Generation function (with tracking).
- Sponsor activation and supporter stewardship actions completed (thank-you communications, follow-up).