

Learning Communications and Website Support freelance roles for Farming the Future

We are currently seeking freelance support as part of a strategic project working with various experts and storytellers to help us develop our approach to collective impact and communication within Farming the Future.

Who we are

Farming the Future is a collective that acts as a funding intermediary and movement building catalyst within food and farming in the UK. We are made up of donor partners contributing to a pooled fund, and ambassadors from the agroecology and food sovereignty movements who help shape the collective within a sociocratic governance model and decide how and where to allocate our resources. Our work involves listening to and working in partnership with the movement we serve to support the enabling conditions for systems change, as well as translating our learning into advocacy within philanthropy for more and better funding for a UK farming transition.

www.farmingthefuture.uk

Further Details

- We are currently seeking freelance support from one or more communications professionals to assist us with communicating our learning to different stakeholders.
- We are seeking proactive, creative communications professional(s) with strong visual and writing skills.
- You will be able to utilise a range of different content types/approaches including: slide decks, blogs, briefing papers and visuals to /make complex information accessible.
- These are not a PR, social media or public facing comms roles.
- You will be working closely with our two part time staff members and at times alongside other freelancers.
- We have put a rough price tag on each job based on an estimate of days and an £380+ day rate. We are happy to discuss this.
- Familiarity with the food and farming sector is preferred but not essential.
- £380+ day rate, negotiable

We have split the work into different areas of support and invite people to express interest in one or more of these depending on skills/availability.

How to express interest

Please email us with the areas you are interested in and a covering note highlighting appropriate experience, including examples of your work (design and writing).

Please send these, and any other supporting info (e.g. CV, LinkedIn profile and recommendations), to info@farmingthefuture.uk by 21st Feb.

We will be in touch to acknowledge receipt and will invite you to have a further conversation with us if we feel you would be a good fit.

Support Needs

Package 1: “Making the Case” for FTF and the Agroecology Sector

Estimated at up to 25 days at c.£380/day to end of July

Farming the Future has a developed theory of change and approach to supporting more and better funding to flow into the UK food and farming transition. We are looking for assistance with organising, curating and communicating existing materials, and creating consistently presented content and collateral, to share information in digestible, written and visual forms to different audiences within philanthropy.

This work could also potentially expand to incorporate #2 below (depending on availability, skills and interest) but this is not essential.

- **Communication about FTF:** creating a professional communications portfolio for Farming the Future. This would include:
 - redesigning and developing our existing donor deck
 - ensuring all content has a consistent visual identity based on existing FTF brand, and transferring key doc (e.g. Annual reports) into a consistent format.
 - developing short case studies about how we work, drawing on existing internal documents (e.g. our theory of change, participatory pooled funding, sociocracy governance, movement building approach, collaborative listening and advocacy, thematic overviews of things we have funded)

Est 5-10 days

- **Communication about agroecology movement needs** – developing clear reports on funding needs related to food and farming transition.
 - Drawing from and synthesizing existing internal learning reports to package and share key insights, themes, or shared needs and opportunities from the sector, using briefing papers, decks and visuals.

Est 2-3 days

- **Communication to the wider philanthropy sector** – “Making the Case” for more and better funding from different types of funders.
 - Curating and synthesizing existing reports, research and resources into short, publicly accessible briefing papers/slide decks for different audiences within wider philanthropy.
 - This would be to support Donor Advised Funds and philanthropy advisors, Trustees etc to make the connections between their funds and interest and areas of need/opportunities, as well as supporting better practice in how they fund.

Est 5-8 days

Package 2: Collective Impact Communication Storyteller

Fee dependent on time commitment, day rate est. c£380/day

Ideally this would be the same person as 1) (above) joining sessions throughout the year and working with us to create 'ripple effect' content from our developing collective impact approach.

Through this work we will be developing storytelling and narrative skills and drawing out stories of most significant change. We want to communicate how and what we have resourced since 2019, and the movement building ripple effect of its impact. We are interested in having a communicator to join us on our learning journey, working with our collective, staff, donor partners and consultants to develop our approach.

This work might include joining internal sessions and taking away actions to develop stories, interviewing funded partners, developing visuals, sourcing photos etc.

Package 3: Website content curation and creation support

Estimated at up to 10 days at c.£380/day to end of July

We are developing our website content to improve its functionality and act as a place to transparently share our learning, approaches and output from our resourcing. To assist with this we are seeing someone to assist with uploading and tagging content and developing the infrastructure to help people navigate resources. Specifically, we are seeking someone to:

- Develop our resource library infrastructure on our website (Wix) to support better sharing and navigation of projects, case studies, reports and blogs.
- Reviewing funded projects, locating outputs (in files or online), uploading and linking content, cross referencing to funded projects and tagging for easy navigation.
- Potentially drafting summary text and signposting within the website.
- Supporting our Head of Programmes to scope and develop future content needs.