



gfi
EuropeSM

**Digital
Communications
Manager**

Welcome to the Good Food Institute Europe!



“I’m delighted that you are interested in working with the Good Food Institute Europe! We are an international NGO helping to build a more sustainable, secure and just food system by transforming meat production.

“I hope this brochure brings our work to life, and tells you more about what you will be doing in our team. We are looking for amazing people to help drive our mission forward, and we’re really looking forward to hearing from you. Good luck!”

Sophie Armour, Communications Manager, GFI Europe.

(Quick links: [full job description](#), and [application form](#))

GFI Europe's mission:

To build a better food system for people, animals and the planet.



The challenge:

Conventional animal agriculture is a significant contributor to the world's most pressing problems:



Global food insecurity

Growing crops to feed them to farm animals is inherently inefficient, driving up the price of grains and legumes and entrenching global poverty.



Environmental degradation

Conventional animal agriculture is a top contributor to climate change, water scarcity and pollution, rainforest destruction and loss of biodiversity.



Antibiotic resistance

The majority of antibiotics used are used in animal farming. This is accelerating the evolution of antibiotic-resistant bacteria – undermining the effectiveness of lifesaving drugs.



Needless suffering

Conventional animal agriculture subjects animals to extreme confinement, trauma and painful mutilations.

The solution:

Transforming meat production

Plant-based meat



All the components of animal meat – sourced directly from plants.

Cultivated meat



Exactly the same as the beef, pork, chicken and seafood people enjoy eating today – but grown directly from animal cells, without antibiotics, faecal contamination or slaughter.

Our theory of change

People from all walks of life want our food system to be sustainable, secure and just.

But studies consistently show that taste, price and convenience decide what most people eat.

So at the Good Food Institute Europe, we're advancing plant-based and cultivated meat, eggs, dairy and seafood, to make them as delicious, affordable and accessible as conventional animal products.

By making meat from plants and growing it from animal cells, we can reduce the environmental impact of our food system, decrease the risk of zoonotic disease, and feed more people with fewer resources.

We're working to make these better, more sustainable options the default choice across Europe.



Our focus areas



Science and Technology

We work with scientists to develop, fund and promote open-access research on plant-based and cultivated meat, eggs, dairy and seafood.



Policy

We advance government investment in sustainable protein R&D and infrastructure, as well as fair regulation and legislation.



Corporate Engagement

We support companies to make delicious and affordable plant-based meat available across Europe, and prepare the sector for the arrival of cultivated meat.

To read more about how we achieve impact, please check out our website (gfieurope.org) and our latest Year in Review (gfi.org/2021).

Our communications work



The Communications team's mission is to drive a positive narrative for plant-based and cultivated meat across Europe, and to build GFI Europe's reputation as the go-to thought leader on these sustainable proteins.

We secure positive **media** coverage for sustainable proteins and GFI's work.

We engage with our target audiences – scientists, food industry leaders, policymakers and influencers – via **social media** and **e-newsletters**.

We manage the GFI Europe **website** as a hub of resources and information on sustainable proteins in Europe.

We develop effective **messaging**, and provide advice and **support** on communications to the plant-based and cultivated meat sectors across Europe.

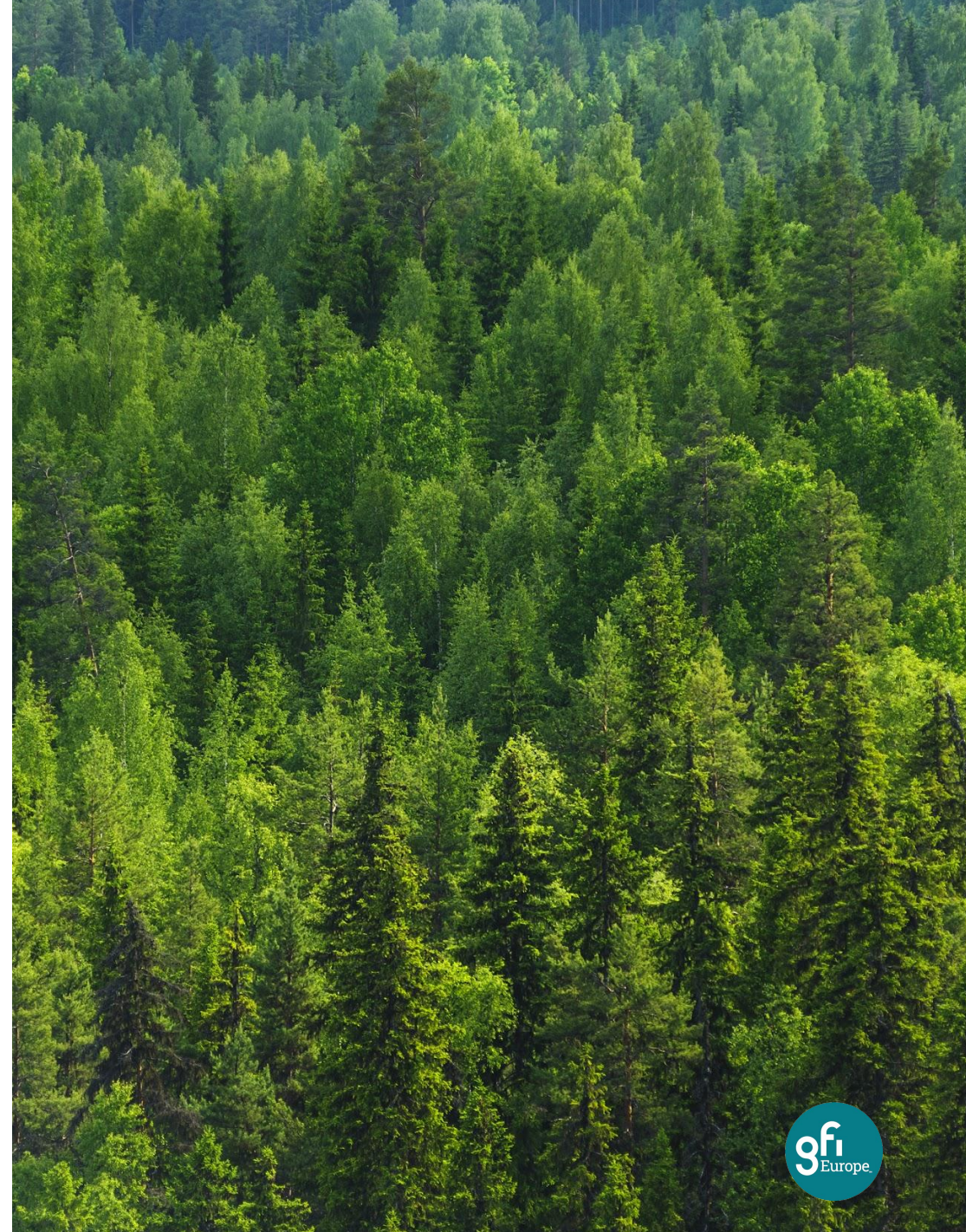
How you will make a difference

As Digital Communications Manager, you will help to shape the conversation about the future of Europe's food system.

Working with colleagues across all functions, you will use strategic thinking, creative storytelling and data-driven insights to maximise the impact of GFI Europe's digital channels.

You will develop and implement a digital strategy to ensure scientists, policymakers, business leaders and influencers all over Europe understand and act on our work.

Working remotely, your commitment to GFI Europe's mission will drive you to position sustainable proteins as a solution to some of society's most urgent problems.



Meet the communications team



Sophie Armour, **Communications Manager**, leads our communications team, and uses thought leadership, messaging, and multi-sector engagement to accelerate Europe's shift to a sustainable, secure and just food system.

She is based in Sheffield, UK, and has extensive communications experience from the UK parliament, politics, academia, and the NGO sector.



Conrad Astley, **Communications Officer**, uses public relations and digital communications to advance the plant-based, cultivated meat and fermentation sectors across Europe.

He is based in Dorset, UK, and has extensive communications experience from local government, academia, and as a journalist.

Meet the GFI Europe team



[Richard Parr MBE](#) is the **Managing Director** of GFI Europe, based in the UK. He worked as Special Adviser to the UK Prime Minister between 2012 and 2016, and as Special Adviser to the Secretary of State for International Development from 2010-12 and 2016-18. In government, his main focus was on international development policy, and he worked closely on the formation of the UN Sustainable Development Goals.



[Alex Mayers](#), our **Head of Operations**, comes from a background in animal welfare, project management and organisational development. Based in the UK, he runs our European operations including finance, HR, recruitment and compliance.

Also in the operations team:

- [Catherine Derieux](#), Talent Acquisition and Diversity, Equity and Inclusion Specialist
- [Iman Syed](#), Operations Specialist
- [Oisín Nolan](#), Operations Specialist



[Seren Kell](#), our **Science and Technology Manager**, is based in the UK. Her background is in biochemistry and cell culture media, and she co-founded Cellular Agriculture UK. In her most recent role, she was connecting R&D-focused companies with academia to foster greater collaboration.



[Alice Ravenscroft](#), our **Head of Policy**, is based in London. She leads GFI Europe's growing policy team in Europe. Her background is in government policy, where she worked on areas such as the UK's climate targets.

Also in the policy team:

- [Alex Holst](#), Policy Manager
- [Acacia Smith](#), Policy Manager
- [Elena Walden](#), Policy Manager
- [Seth Roberts](#), Policy Manager
- [Ivo Rzegotta](#), Public Affairs Manager - Germany
- [Soem Zeijlmans](#), Policy Analyst



[Emily Johnson](#), our **Philanthropy Manager**, is based in the UK. She works with donors based in Europe or interested in accelerating GFI's work in Europe. Previously, she worked in development at the University of Cambridge.



[Carlote Lucas](#) is our **Corporate Engagement Manager**. Based in the Netherlands, Carlote works with businesses across Europe. Her background is in change management consultancy and supporting companies and stakeholders through large-scale transformations.



Application process

We are looking for amazing people who believe in our mission and who have the skills and drive to achieve incredible things. This is how we find them:

1. Applicants upload their CV and short sample work tasks via [the application form here](#). Please download and complete the sample work tasks document [here](#) (deadline: 18 May).
2. Longlisted candidates are invited to complete a short timed assignment (due end of May).
3. Shortlisted candidates are invited to complete a written assignment (due mid June).
4. Candidates are invited to a first interview with the team by video call (late June).
5. Second and third interviews (early July).

Dates and times of assignments and video calls can be arranged to fit around your commitments. The dates of the interviews are still to be confirmed.

[The job description with full details of the role is here](#). We can't wait to hear from you!



Join us!

Many thanks for your interest! If you'd like to find out more, please reach out to us at: europa-hiring@gfi.org

Thank you on behalf of the GFI Europe team!



Contact: Sophie Armour
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GFI Europe