

# YOUTH CAMPAIGN LEADER

## FOOD ADVERTISING

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Cordwainers Grow is looking for someone with enthusiasm and drive to help run a campaign with children against junk food advertising.

This is a paid temporary, part-time post, covering three periods of time over the next year, working for our small social enterprise in Hackney. We are looking for someone who is able to engage young people (aged between 12 and 15) with ideas and actions and help them to plan and design an online and poster campaign which will be launched in Hackney in January next year.

You'll be working closely with the two managers of Cordwainers Grow but you'll also need to be able to work on your own. You can set your own timetable for the work in the first section of the project which runs from May to July.

The aim of the project is to increase awareness amongst a group of children of the strategies food and advertising companies employ to get children to buy food. We aim to equip them with the understanding and knowledge to make better-informed choices about food and to encourage investigation and questioning.

Through our own curriculum of media and food literacy which we will develop during the project the children will learn the strategies and intentions of advertisers, food companies, political parties and single-issue campaign groups, learn how children are targeted, and learn to 'read' the media in order to make better informed food choices. They will then lead their own anti-junk food campaign using these skills and their knowledge of their own peer groups.

This is an opportunity to be part of an innovative public health project, the long-term aim of which is to tackle the wider causes of obesity in children. It would suit someone looking for experience in the voluntary sector, public health, community or food environments.

## DUTIES

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The work will involve three stages.

1. May-July.
  - i. Find and engage a local school or youth club to take part in the project.
  - ii. With the managers of Cordwainers Grow help plan autumn sessions in the school or youth club to cover media literacy and an understanding of 'real' food vs 'junk'.
  - iii. Help identify experts (designers, activists, food campaigners etc) who can take part in the sessions and can get the children actively involved.

## 2. September-December

Help plan and deliver sessions to include:

How advertising and political campaigns 'sell' ideas or products.

How design persuades us to buy or buy in.

What strategies advertisers and campaigners use in our spaces and places to grab our attention – product or poster placement, online

What is the real cost of your chicken and chips? Investigating the environmental, social, labour, animal rights impacts etc. of cheap food.

Designing your own campaign to make the biggest impact.

## 3. Jan-April

Help the students deliver/publish the campaign

# ESSENTIAL

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Experience of campaigning and knowledge of advertising techniques.

Experience of working with teenagers and the ability to keep them interested.

Able to present ideas in a lively, engaging way that will appeal to teenagers.

Friendly and able to communicate easily.

Understanding of social media – especially those used by teenagers – and other ways of getting a message to the public.

Design skills – an understanding of how design works to sell products or ideas. We want the campaign to have a graphic impact.

Flexible – ability to work on your own or under instruction.

Independent – you'll be working alone during the first part of the project so you need to be able to manage your time and tasks.

Committed to diversity and equality.

Committed to implementing safeguarding procedures when appropriate.

# DESIRABLE

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Knowledge of and enthusiasm for food growing and its health benefits

Knowledge of public health issues such as obesity

Experience of community work and of small social enterprises

Local resident

# PAY

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May-July 50 hours @ £15/hour - £750.00

September – April 90 hours @£15/hour - £1350

Cordwainers Grow CIC is a small, non-profit community interest company whose aims are to connect people and place through discovery, to promote healthy lifestyles and to provide people with opportunities to gain skills and knowledge.

More information about Cordwainers Grow here: [www.cordwainersgrow.org.uk](http://www.cordwainersgrow.org.uk)

# APPLICATION PROCESS

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Send your CV and a covering letter to [hello@cordwainersgrow.org.uk](mailto:hello@cordwainersgrow.org.uk) explaining how you fit the criteria for the post, what you hope to gain from the work and why you want to do it.

Deadline 30<sup>th</sup> April.

Interviews will be held in the week of 8th May. Start date by agreement in May.

