

A photograph of two men in business suits engaged in a conversation. The man on the left is a Black man with a beard and curly hair, smiling and looking towards the other man. The man on the right is a white man with short blonde hair and glasses, looking back at the first man. They are in a bright, modern office environment with a large window and a green plant in the background.

**gfi**  
Europe<sup>®</sup>

**International  
PR 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, Senior 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.



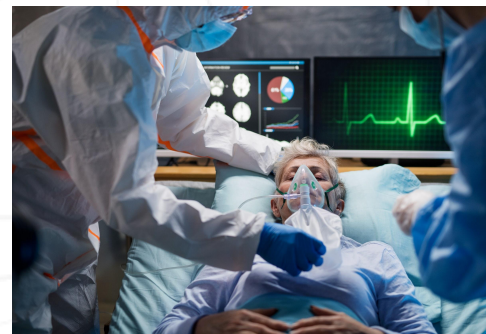
## Global food insecurity

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 flavour and texture of conventional meat – sourced directly from plants.



## Cultivated meat

The same beef, pork, chicken and seafood people enjoy eating today – but grown directly from animal cells, with a fraction of the environmental impact, and no slaughter.



## Fermentation

The taste, texture and functionality of meat, seafood, eggs and dairy, made through innovative fermentation processes, instead of farming animals.

# 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, fermentation-made 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

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## 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](https://gfieurope.org)) and our latest Year in Review ([gfi.org/2022](https://gfi.org/2022)).

# Our communications work

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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

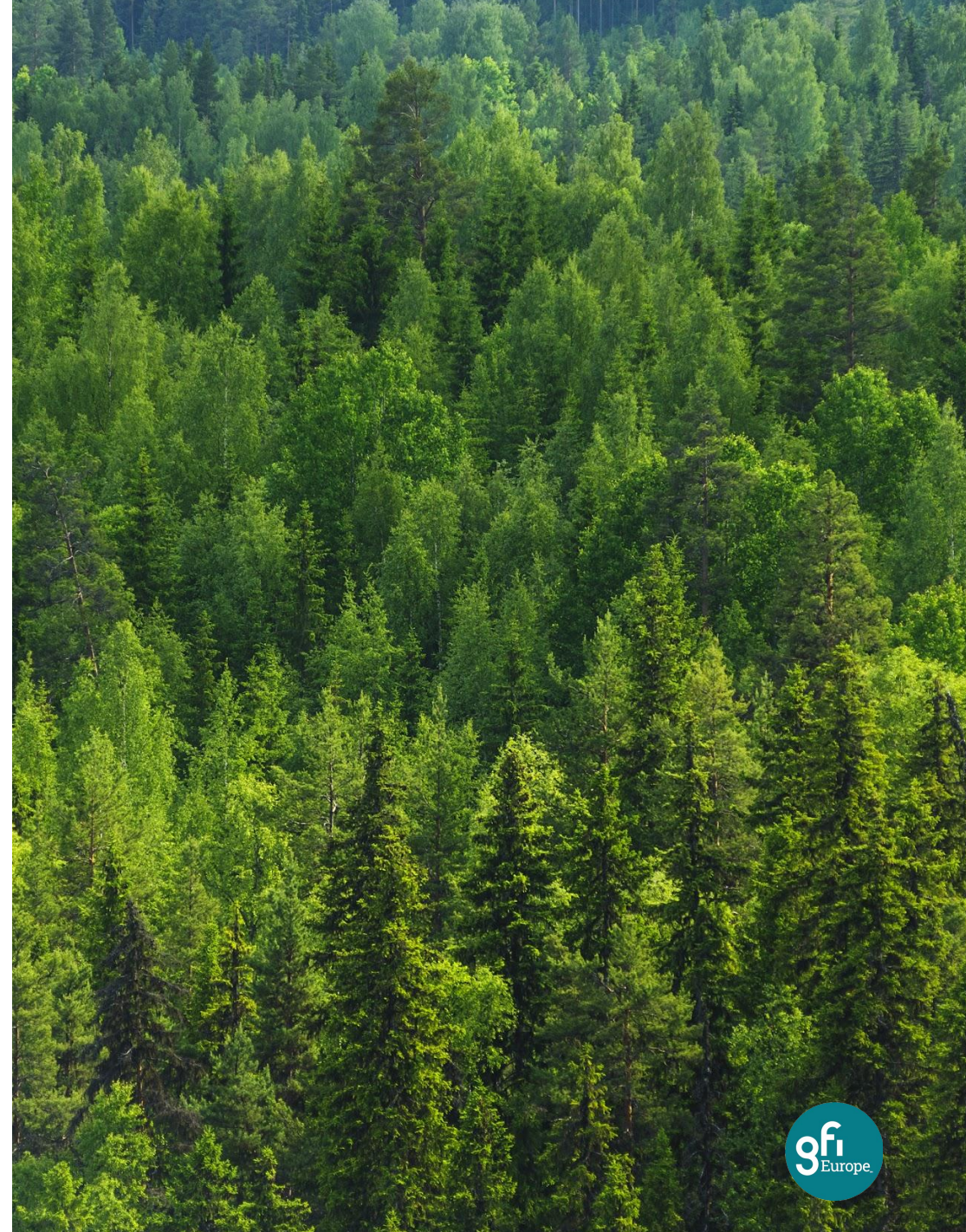
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As International PR Manager, you will help to shape the conversation about the future of Europe's food system.

Working with colleagues across all functions, you will use your strategic thinking, creative storytelling and relationship-building skills to deliver positive media coverage for sustainable proteins.

You will develop and implement multinational PR campaigns 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](#), Senior 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 has extensive communications experience from the UK parliament, politics, academia, and the NGO sector.



**[Conrad Astley](#), Communications Officer**, delivers effective PR and communications campaigns to advance the plant-based, cultivated meat and fermentation sectors across Europe.

He has extensive communications experience from local government, academia, and as a journalist.



**[Amy Williams](#), Digital Communications Manager**, uses our digital platforms, including social media, our website and newsletters, to engage scientists, policymakers and food industry leaders across Europe.

She has extensive communications experience from the medical and pharmaceutical sectors.

# Our benefits:

We support our team through strong benefits and an emphasis on work-life balance

- Flexible working arrangements to accommodate your needs and preferences, and fit around your commitments.
- A total of 36 days off per year (including annual leave and public holidays).\*
- A €300 allowance to set up your home office, and a monthly home-working allowance. We can provide a laptop if you need one and are happy to consider supporting costs for co-working to enable you to work from an office if you wish.
- Minimum 10 weeks of maternity leave at 100% pay.\*\*
- 24/7 access to free, confidential counselling and well-being support in 40+ languages for all employees and their family members.\*\*\*
- Professional development support.
- Long service recognition after two years.

\* Or what is compliant with the employment law of your country if it's more than that.

\*\* Exact eligibility depends on national level employment law but we will do our best to honour this regardless of circumstances.

\*\*\* Living in the same household and excluding children under the age of 16.



# Meet some of the GFI Europe team



[Alex Mayers](#) is the **Managing Director** of GFI Europe. His background is in operations, leadership and management and he had delivered projects focusing on education, sustainable development, peacebuilding, and empowering underrepresented voices around the world.



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



[Seren Kell](#) is our **Senior Science and Technology Manager**. 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.



[Emily Johnson](#) is our **Senior Philanthropy Manager**. 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.



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



[Catherine Derieux](#) is our **Senior People Operations Officer**. She has extensive operational experience working with charities in France and Sweden, and coordinates hiring processes for our growing team.

# Application process

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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 short sample work tasks via [the application form here](#). Please download and complete the sample work tasks document [here](#) (deadline: 23 July).
2. Longlisted candidates are invited to complete a short timed assignment (due beginning of August).
3. Shortlist are invited to a first interview with the team by video call (early August).
4. Shortlisted candidates are invited to complete a written assignment (mid-August).
5. Final interviews (end of August/early September).

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!

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Many thanks for your interest! If you'd like to find out more, please reach out to us at: [europe-hiring@gfi.org](mailto:europe-hiring@gfi.org)

Thank you on behalf of the GFI Europe team!



**Contact: Sophie Armour**  
**Communications Manager,**  
**GFI Europe**