

VEGPOWER

Rheolwr y Rhaglen Ysgolion

Hyd at 30 awr yr wythnos @ £25/awr

Contract tan 29 Ebrill 2022

Hyblyg, llawrydd, gweithio gartref

Ynglŷn â Veg Power

Mae Veg Power yn gwmni nid-er-elw a sefydlwyd yn 2018 i weddnewid arferion bwyta llysiau y DU. Nid yw 80% o'n plant yn bwyta digon o lysiau, ac mae un rhan o dair ohonynt yn bwyta llai nag un dogn y dydd. Ein cenhadaeth yw ysbrydoli plant i fwynhau llysiau er mwyn iddynt rannu'r arfer â'u rhieni heddiw a'u plant eu hunain yfory.

Bwytechwch y Llysiau i'w Llethu



Yn 2018 roeddem wedi ffurfio partneriaeth allweddol ag ITV, a gyda'n gilydd aethom ati i greu'r ymgyrch Bwytechwch y Llysiau i'w Llethu, a gynhaliwyd gyntaf yn 2019 gan wneud llysiau'n hwyl i blant. Yn 2020 ymunodd Channel 4 a Sky ag ITV a Veg Power, gan fynd â'n hysbyseb deledu i 46 miliwn o bobl.

Darllwyd ein hymgyrch ar gyfer 2021 yn hwyrach na'r arfer oherwydd bod yr ysgolion ynghau. Darllwyd yr [hysbyseb newydd feiddgar](#) am y tro cyntaf ar ITV ar 29 Mai, yn cynnwys [lleisiau enwog ar gyfer y llysiau](#) gan y Fonesig Emma Thompson, Amanda Holden, a Jamie Oliver. Cefnogwyd yr hysbyseb gan dros £3 miliwn o hysbysebu a roddwyd gan ITV, Channel 4 a Sky Media, ynghyd â chyfryngau ychwanegol a roddwyd gan 15 o gwmnïau cyfryngau eraill, gan fynd â'r ymgyrch i brint, i'r awyr agored, i'r sinema ac ar-lein.



Ein Rhaglen Ysgolion

I gefnogi'r ymgyrch hysbysebu, ein rhaglen ysgolion oedd ein rhaglen fwyaf eto, gan gyrraedd 467,518 o blant mewn 1,828 o ysgolion cynradd ym mhob cornel o'r DU. Cynhaliodd pob ysgol wythnos ar thema llysiau, paratôdd arlwywyr fwydydd anhygoel, ac aeth pob plentyn â siart gwobrwyo, pecyn sticeri a llyfr posau gartref. Gallwch weld enillwyr ein Her yr Arlwywyr a detholiad o luniau a fideos o'r ymgyrch ysgolion [yma](#).

Bydd yr ymgyrch yn dychwelyd ar 28 Chwefror 2022, gan bara am 5 wythnos tan 1 Ebrill. Bydd yn cael ei harwain gan ymgyrch deledu gwerth £3 miliwn gan ITV, Channel 4 a Sky Media, a bydd yn cynnwys yr hysbysebion Bwyteuoch y Llysiau i'w Llethu, sydd wedi ennill amryw o wobrau, ynghyd â'n rhaglen ysgolion fwyaf erioed a fydd yn cyrraedd miliwn o blant mewn ysgolion cynradd ledled y DU, gan gynnwys pob plentyn ac ysgol gynradd yng Nghymru diolch i arian gan Lywodraeth Cymru.

Swydd-ddisgrifiad

Mae arnom angen rhywun, a fydd yn dechrau ar unwaith, i arwain y gwaith o gyflwyno'r rhaglen hon yng Nghymru.

Dyma'r hyn y bydd angen i chi ei wneud:

- Rheoli cyfathrebiadau ag ysgolion cynradd yng Nghymru
- Cydlynu â'n partneriaid yng Nghymru, gan gynnwys llywodraeth leol, arlwywyr ysgolion a phartneriaid yn y trydydd sector
- Annog yr holl randdeiliaid i ymwneud yn fwy â'r rhaglen, a hynny yn eu hysgolion ac ar y cyfryngau cymdeithasol
- Bydd hyn yn golygu gweithio gartref yn bennaf, ynghyd â theithio achlysurol o amgylch Cymru i'n hysgolion a'n partneriaid
- Trefnu ymweliadau ag ysgolion ar gyfer ein tîm, ein partneriaid a'r cyfryngau

Gofynion y Swydd

- Trefnus iawn
- Cyfathrebwr da
- Yn rhugl yn y Gymraeg a'r Saesneg, yn ysgrifenedig ac ar lafar
- Wedi eich lleoli yng Nghymru
- Byddai profiad o weithio gydag ysgolion yn fantais, ond cewch gefnogaeth dda gan gydweithwyr a phartneriaid profiadol
- O'r galon dros fwyd go iawn, coginio gartref a llysiau blasus

Beth sydd bwysicaf? Bydd angen i chi fod yn drefnus iawn a meddu ar agwedd gadarnhaol ac awydd i fynd i'r afael â thasgau, calon gynnes ac ymdeimlad da o hwyl.

Dyddiad cau: 3ydd Rhagfyr 2021

Cyswllt: dan.parker@vegpower.org.uk



Schools Programme Manager

Up to 30 hours per week @ £25/hour

Contract until 29th April 2022

Flexible, freelance, work from home

About Veg Power

Veg Power is a not-for-profit founded in 2018 to turn around vegetable consumption in the UK. 80% of our children are not eating enough vegetables, with a third eating less than one portion a day. Our mission is to inspire kids to veggie loving habits they will share with their parents today and their own children tomorrow.

Eat Them to Defeat Them



In 2018 we formed a key partnership with ITV and together created the Eat Them to Defeat Them campaign which first ran in 2019 making veg fun for kids. In 2020 ITV and Veg Power were joined by Channel 4 & Sky, taking our TV ad to 46m people.

Our 2021 campaign went out later than normal due to school closures. The [daring new advert](#) premiered on ITV on 29th May featuring [celebrity vegetable voices](#) from Dame Emma Thompson, Amanda Holden, and Jamie Oliver. The ad was supported by over £3m of advertising donated by ITV, Channel 4 and Sky Media with additional media donated by 15 other media companies taking the campaign into print, outdoor, cinema and online.



Our Schools' Programme

Supporting the advertising campaign our school's programme was our biggest yet, reaching 467,518 kids in 1,828 primary schools in every corner of the UK. Each school ran veg-themed weeks, caterers put on amazing spreads and each child took home a reward chart, sticker pack and puzzle book. You can check out the winners of our Caterers' Challenge and a selection of photos and videos of the campaign in schools [here](#).

The campaign returns on 28th February 2022 running for 5 weeks until 1st April. It will be led by a £3m TV campaign from ITV, Channel 4 and Sky Media featuring the multi-award winning *Eat Them to Defeat Them* adverts and our largest ever schools' programme going out to 1 million kids in primary schools across the UK including every child and primary school in Wales thanks to funding from the Welsh Government.

Job Description

We need somebody, starting immediately, to lead the delivery of this programme in Wales.

Here's what we'll need to you do:

- Manage communications with primary schools in Wales
- Coordinate with our partners in Wales including local government, school caterers and third sector partners
- Encourage more active engagement by all stakeholders in their schools and on social media
- This is mostly home-working based with occasional travel around Wales to schools and partners
- Organise school visits for our team, partners and media

Job Requirements

- Highly organised
- Good communicator
- Fluent in Welsh and English, both written and oral
- Based in Wales
- Experience of working with schools would be a bonus, but you will be well supported by experienced colleagues and partners
- A love for real food, home cooking and tasty veg

What matters most? You'll need to be highly organised, with can-do attitude, a warm heart and a good sense of fun.

Closing date: 3rd December 2021

Contact: dan.parker@vegpower.org.uk

