



MEDIA COORDINATOR

APPLICANT INFORMATION PACK





WELCOME FROM EMMA REVIE, CHIEF EXECUTIVE

The work of our foodbank network is inspiring but we face significant challenges ahead. Between 1st April 2017 and 31st March 2018, The Trussell Trust's Foodbank Network distributed 1,332,952 three day emergency food supplies to people in crisis, a 13% increase on the previous year. 484,026 of these went to children.

I want to see the end of the need for emergency food services in our country, to work with Government to ensure that our benefits system provides a genuine safety net for people and work is paid a fair wage, allowing individuals and families to thrive rather than just stave off crisis.

Although the recent Budget marked a positive step forward, there is still much more to be done and we will continue to work through the foodbank network to bring further change.

Working for The Trussell Trust means making a difference in people's lives. To continue our vital work, we rely on a team of dedicated people. Come and join one of the fastest growing charities in the UK!

A handwritten signature in black ink that reads "Emma Revie".

Emma Revie
Chief Executive



INTRODUCTION TO THE TRUSSELL TRUST

Thirteen million people live below the poverty line in the UK, with individuals going hungry every day for a range of reasons, from benefit delays to receiving an unexpected bill on a low income.

The Trussell Trust's mission is to bring communities together to end hunger and poverty in the UK by providing compassionate, practical help whilst challenging injustice.

The Trussell Trust supports a network of over 400 foodbanks run by local community groups and charities across the UK, giving emergency food and support to people in crisis across the UK, where thirteen million people live below the poverty line. In the last year we gave 1,332,952 three day emergency food supplies to people in crisis.

We've been supporting our Foodbank Network to develop into community hubs, providing people in need with emergency food and a range of support in one location and helping to break the cycle of poverty.

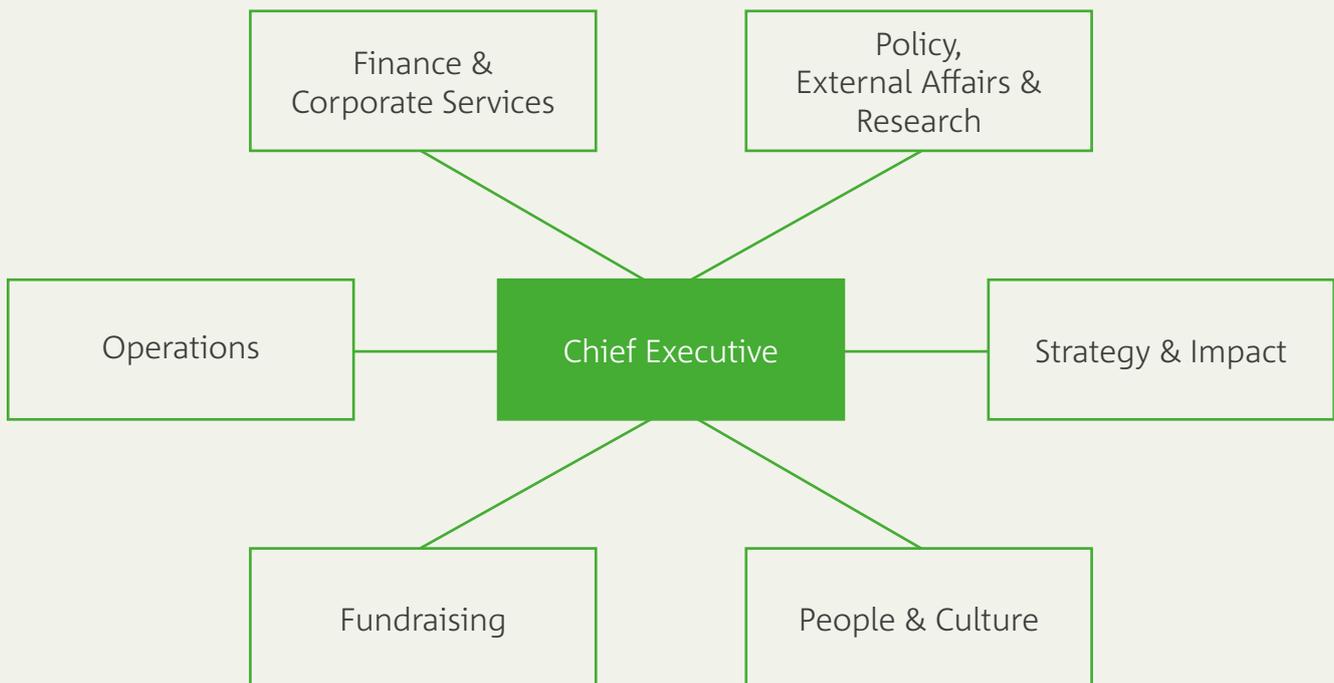




HOW WE WORK

Our head office is based in Salisbury, Wiltshire, with satellite offices in London and Coventry and team members based across the UK.

Our support for over 420 foodbanks across our network is delivered through six directorates reporting into our Chief Executive;





VISION, MISSION AND VALUES

OUR VISION:

To end hunger and poverty in the UK.

OUR MISSION:

Bringing communities together to end hunger and poverty in the UK by providing compassionate, practical help with dignity whilst challenging injustice.

OUR VALUES:

The Trussell Trust is committed to **community** built on **diversity, tolerance, cooperation,** and **mutual respect**; we want to contribute to society and demonstrate social responsibility. Our values are important to us, and we aim to live them out in all areas of our work.

We are **passionate** about what we do and the difference it makes in the lives of others

We are **compassionate**; we give selflessly and put others before ourselves

We hold ourselves **accountable**: we acknowledge and assume responsibility for actions, decisions, and consequences – as individuals and as an organisation.

We are **innovative**, with the ambition to pursue new and creative ideas that have the potential to change lives for the better.

We **empower** and **encourage** staff, volunteers and clients to take the initiative and achieve their best, in a safe environment where mistakes are viewed as learning opportunities.



THE ROLE

Directorate: Policy, External Affairs & Research

Responsible to: Media Manager

Responsible for: No direct reports

Hours: Full-time (37.5 hours per week)

Based: London

ROLE OUTLINE

The Media Coordinator is the first point of contact for journalists covering the work of The Trussell Trust, and undertakes proactive media work through traditional and social media channels to support the organisation to achieve its aims.

RESPONSIBILITIES

- First point of contact for media enquiries
- Maintain oversight of Trussell Trust social media feeds
- Provide information / briefings, approved quotes and press releases
- Arrange spokespeople and case studies for interview
- Organise and manage press conferences and photocalls
- Maintain and develop media databases, including contacts and case studies
- Identify key dates and maintain the media forward-planning calendar
- Carry out research relevant to the Press Office
- Provide support to staff and volunteers, advising on press releases and media interviews
- Participate in occasional out-of-hours media visits
- Participate in regular 1:1s and annual reviews to ensure objectives and targets are met
- Actively contribute to a culture of innovation, resourcefulness and best practice to make the best use of time and skills in the team
- Promote collaborative working across the team and with other teams across The Trussell Trust

Any other reasonable duties as specified by the line manager to support the work of the Trust.



THE PERSON

Requirement	Measures of success (Key Performance Indicators)
Outstanding communicator	Demonstrates outstanding written and verbal communication skills. Understands how to tailor communication for different audiences and circumstances
Understanding of social media	Articulates what it takes to increase following and engagement through major social media channels. Can point to track record of using social media to help organisations achieve objectives
UK media expertise	Extensive knowledge of UK national, regional and local media and how to leverage them to get key messages out to the public. Track record of national media coverage for previous roles/organisations
Experience of building relationships with journalists	Demonstrates understanding of importance of building relationships with journalists to increase frequency and quality of coverage
Ability to manage multiple projects, identifying conflicting demands and establishing clear priorities in order to meet agreed objectives	Has a clear idea of priorities and manages own time appropriately
Excellent decision-making ability	Delivers key outputs and responds to requests in a timely fashion
Is able to work through challenges in positive and effective ways	Demonstrates resilience, resourcefulness, flexibility and perseverance
Clear understanding of the need to maintain confidentiality	Demonstrates personal integrity and commitment to the values of the Trust
Passionate about the work of the Trussell Trust and is sympathetic to its values and ethos	Demonstrates empathy for people from disadvantaged, marginalised or socially-excluded backgrounds
Commitment to occasional need to work outside of normal working hours and to travel throughout the UK	Able to represent the Trust and its values effectively
	Willing to be available for work related travel



BENEFITS OF WORKING WITH US

£30,000 - £35,000 P.A. PLUS BENEFITS

People are the most important thing The Trussell Trust has – without our people we could not achieve any of our goals.

Our people are passionate about our cause and the difference it makes in the lives of others. The benefits package we offer employees to support them in delivering their crucial role includes the following:

Personal development programme

Continuous Personal Development is actively encouraged and training opportunities explored

Pension

Matched contributions up to 8%

Health scheme

Allows employees to claim money off healthcare bills.

Enhanced sick pay

Four weeks of contractual hours on full pay and four weeks of contractual hours on half pay after completion of probationary period, remainder at statutory rate

Enhanced contractual leave

Five additional days above statutory entitlement (33 days in total including bank holidays) [pro rata for part-time hours]

Potential to buy/sell contractual leave

Up to five days (pro rata)

Enhanced maternity/paternity/adoption/shared parental leave pay

To support sustainable living while having a family we offer enhanced pay while on leave. Please do contact us if you would like further information

Flexible working

Core hours 10am – 4pm where role allows & in agreement with line manager

Group life [death in service] scheme

Three times annual salary to nominated beneficiaries

Plus

Three paid days of compassionate leave.



HOW TO APPLY

If you feel you have the required passion, energy and enthusiasm to help us bring an end to poverty and hunger, then you're on your way to becoming part of something that will make a real difference to people's lives.

To apply for the role please go to www.trusselltrust.org/jobs and click on 'Apply for this job' by the role details. This will take you through to our online Applicant Tracking System (ATS). You need to complete the ATS process in one go so it may help you to prepare the following before you start:

- Current employer
- Position in organisation
- Length of notice
- Give a brief outline of the responsibilities associated with your current role (no more than 150 words)
- Explain your interest in the position and give details of any relevant experience you have (no more than 150 words)
- Then separately upload your CV and a letter outlining why you are just who we are looking for.

If you have questions about this position please call 01722 580 209 or email people@trusselltrust.org.

www.trusselltrust.org/jobs

The Trussell Trust is Reg. Charity in England & Wales (1110522) and Scotland (SC044246). Reg. Ltd. Co. in England & Wales (5434524)