COMMUNICATIONS OFFICER (INTERNAL AND NETWORK)

APPLICANT INFORMATION PACK

www.trusselltrust.org
Welcome From
Emma Revie, Chief Executive

The work of our foodbank network is inspiring but we face significant challenges ahead. Between 1st April 2018 and 31st March 2019, The Trussell Trust’s Foodbank Network distributed 1.6 million three-day emergency food supplies to people in crisis, a 19% increase on the previous year. More than half a million 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!

Emma Revie
Chief Executive
Our aim is to end hunger and poverty in the UK. We support a nationwide network of 1,200 food bank centres across the UK.

Together, we provide emergency food and support to people locked in poverty, and campaign for change to end the need for food banks in the UK for good.

In the UK, more than 14 million* people are living in poverty - including 4.5 million children. As a nation, we expect no one should be left hungry or destitute, and we owe it to each other to make sure the right support is in place when we need it most.

It’s simply not right that we live in a society where so many people are locked in poverty.

Together, we can end hunger and poverty in the UK.

*14.2 million people in the UK population are in poverty. The Social Metrics Commission, 2018

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 Compassion, Justice, Community and Dignity.

These are reflective of the values we see embodied throughout the Trussell Trust network of food banks.

Whilst we recognise that charities, churches and organisations running food banks may hold additional or distinctive values, these are the values which we hold together as a network, and by which we hold one another accountable.
HOW WE WORK

Our head office is based in Salisbury in Wiltshire, with satellite offices in London and Coventry.

We also have team members based across the UK supporting food banks at a local level.

Our support for the food banks in our network is delivered through six directorates, all of which report into our Chief Executive. These are:

• Operations
• Finance & Corporate Services
• Policy, External Affairs & Research
• Strategy & Impact
• People & Culture
• Fundraising

Whatever your skills or experience, there could be a role for you at the Trussell Trust.

OUR BENEFITS

Our people are the most important thing the Trussell Trust has. Without our staff, we couldn’t achieve our goals and create change.

Our staff are passionate about their work and the difference they make to the lives of others. The benefits package we offer supports our staff professionally and personally.

Benefits include matched pension contributions of up to 8%, group income protection, payroll giving, flexible working, season ticket loans, and enhanced contractual leave.

To find out more about the full range of benefits we offer, visit www.trusselltrust.org/about/jobs/employee-benefits.
THE ROLE

Directorate: People & Culture
Responsibility to: Director of People
Responsibility for: No direct reports
Hours: Full-time (37.5 hours per week)
Salary: £32,000 per annum plus benefits
Based: Remote / Home Based

ROLE OUTLINE

This role would be responsible for our internal communications, and network-facing communications to 1,200 food bank centres, to work towards a UK without the need for food banks. This role will work cross-departmentally, and alongside food banks, to use a range of communications tools and approaches to support the Trussell Trust’s strategy.
THE ROLE

RESPONSIBILITIES

- Lead our internal and network-facing communications strategies
- Deliver clear, engaging and high-quality communications to meet the needs of our diverse internal and food banks audiences
- Lead on communicating key strategic projects to our colleagues and network of food banks
- Manage multiple internal and network facing communications channels – including our HR system, Volunteer Management System, internal e-newsletters, weekly network bulletins, Digital Hub, Operations Manual and blogs
- Write and edit content from a range of internal stakeholders to communicate challenging subject matter in an engaging manner
- Embed new communications channels and processes to ensure our messages are reaching our internal and food banks audiences
- Support with copywriting across the Trussell Trust to ensure consistent high-quality messages are shared with internal and food bank audiences
- Support colleagues from the Trussell Trust and wider food bank network with communications support
- Work closely with managers and directorates to develop and strengthen employee engagement activities
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<tr>
<th>Requirement</th>
<th>Measures of success</th>
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<tr>
<td>Outstanding communicator</td>
<td>Understands how to tailor communication for different audiences and circumstances. Track record of using communications channels to help organisation achieve strategic objectives</td>
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<td>Excellent written and verbal communication skills across a range of media, including ability to edit and proof-read copy</td>
<td>Writes, edits and proof-reads high-quality engaging copy across a range of resources, for different defined audiences to project brief and organisation brand, helping to increase understanding, inspire action and build a movement for change</td>
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<td>Proven experience of interviewing people from a range of backgrounds. (It would be desirable if this included interviewing people from low income backgrounds experiencing crisis)</td>
<td>Proven ability to support people with experience of an issue to tell their story in national communications in a way in which they are supported, confident, comfortable and always in control</td>
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<td>Ability to manage multiple projects, identifying conflicting demands and establishing clear priorities in order to meet agreed objectives. Excellent decision-making ability</td>
<td>Has a clear idea of priorities and manages own time appropriately</td>
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<td>Proven creative and innovation skills; demonstrating imaginative and creative thinking; ability to take initiative and provide leadership on new ideas</td>
<td>Successfully taking creative briefs from clients to co-create and develop excellent concepts and resources from the initial project brief including print, web, film, media and social media</td>
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<td>Proven experience of negotiating and managing relationships with internal and external stakeholders</td>
<td>Excellent working relationships created and maintained with all teams within the Trussell Trust, food bank network and external partners/suppliers to ensure projects are delivered to brief, time and budget</td>
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<td>Ability to manage external partners or agencies where necessary</td>
<td>Experience with managing external design agencies, printers, PR or multi-channel communications agencies, influencers or celebrities to meet an organisation’s objective</td>
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<td>Can work through challenges in positive and effective ways</td>
<td>Demonstrates resilience, resourcefulness, flexibility and perseverance</td>
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<td>Clear understanding of the need to maintain confidentiality</td>
<td>Demonstrates personal integrity and commitment to the values of the Trust</td>
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<td>Passionate about the work of the Trussell Trust and is sympathetic to its values and ethos</td>
<td>Demonstrates empathy for people from disadvantaged, marginalised or socially excluded backgrounds</td>
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<td>Able to represent the Trust and its values effectively</td>
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# Person Specification

## Requirement vs Measures of Success

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<td>Commitment to occasional need to work outside of normal working hours and to travel throughout the UK</td>
<td>Willing to be available for work related travel</td>
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<td>Design skills are desirable</td>
<td>Basic knowledge or experience with designing content whether on Canva, Photoshop or Indesign are desirable</td>
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<td>Desirable qualification</td>
<td>At least a bachelor’s degree in Communications, Journalism, Public Relations or related field</td>
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<td>Experience</td>
<td>Minimum of two years’ experience in communications development.</td>
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If you have questions about this position please call 01722 580 209 or email people@trusselltrust.org.

www.trusselltrust.org/jobs

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