



# SENIOR MANAGER AUDIENCE MOBILISATION

APPLICANT INFORMATION PACK





## WELCOME FROM EMMA REVIE, CHIEF EXECUTIVE

The work of our foodbank network is inspiring, but we face significant challenges ahead. Between 1<sup>st</sup> April 2018 and 31<sup>st</sup> 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



## WHAT WE DO

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](#)

## 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 **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/employee-benefits](http://www.trusselltrust.org/employee-benefits).



# THE ROLE

## Senior Manager Audience Mobilisation



<b>Directorate:</b>	Public Engagement
<b>Responsible to:</b>	Head of Supporter Insight & Engagement
<b>Responsible for:</b>	Volunteer Engagement Manager, Volunteer Co-ordinator, Campaigns Engagement Officer, Events Engagement Manager, Events Engagement Assistant.
<b>Salary:</b>	£42,500 per annum plus benefits
<b>Hours:</b>	Full Time (37.5 hours per week)
<b>Based:</b>	Flexible within the UK

### Role outline

The Senior Audience Mobilisation Manager is responsible for instigating mutually engaged relationships with our target audiences in the general public. The Senior Audience Mobilisation Manager will develop and execute a plan to reach our audiences through traditional and social media channels, offering the opportunity to play an active part in the work of the Trust through volunteering, campaigning and/or taking part in events (guided by the interests and motivations of the audience). As a context for mobilisation work, this role will engage audiences in our Changing Minds vision and pathways, equipping them to advocate on our behalf. The Senior Audience Mobilisation Manager will work closely with colleagues across the Public Engagement Directorate and with the Head of Local Mobilisation (Operations Directorate) to build a movement of people willing to take action to end the need for food banks in the UK.

### Responsibilities

- Adopt and champion an audience-focused organisational approach
- Lead the audience mobilisation team to produce compelling user-focussed, action-oriented content for online and offline consumption which brings our vision to target audiences in the general public and makes a lasting impact on our objectives
- Lead and support the audience mobilisation team to develop and implement an appropriate (based on audience insight) mix of mobilisation activity - campaigns, volunteering opportunities, events
- Work in partnership with Head of Local Mobilisation to develop and implement effective mobilisation strategies and campaigns to convert awareness, understanding and consideration to action
- Work with the Policy Team to translate policy asks and campaigning propositions into mobilisation activity (live campaigning calls to action)
- Lead and manage the Events Manager to develop and use a range of events to engage target audiences
- Lead and manage the Volunteer Engagement Manager and work with the Head of Volunteering (Operations Directorate) to develop and use a range of volunteering opportunities to engage
- Work with the Head of Supporter Retention & Development to plan supporter journeys for audiences engaged via mobilisation activity
- Support brand development through all mobilisation activity
- Input to the development and delivery of an effective and integrated marcomms plan
- Provide leadership, direction, support and line management to the mobilisation team. This will include regular 1:1s and annual reviews to ensure objectives and targets are met
- Achieve/surpass income targets
- Develop, manage and report on mobilisation metrics
- Support the implementation of the technical solution to achieve a 360 supporter view
- Ensure effective data capture and share protocols across communications team
- Develop 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 your line manager or members of the executive team to support the work of the Trust.



# PERSON SPECIFICATION

Requirement	Measures of success (Key Performance Indicators)
Ability to evidence successful mobilisation and growing engagement across a wide range of audiences	Track record of development of at least two mobilisation activities e.g. volunteering, eventing, campaigning Evidence of developing and implementing effective engagement activity/campaigns Demonstrates a clear audience focus and orientation
Outstanding communicator	Demonstrates outstanding written and verbal communication skills. Understands how to tailor communication for different audiences and circumstances.
Strategic thinker	Track record of creation and delivery of mobilisation strategies. Understanding of the tactical communications and practical elements that must come together for such a strategy to achieve its objectives.
Comprehensive experience in digital developments, including digital marketing, social media marketing, audience engagement and analytics	Track record of designing and delivering successful digital initiatives.  Can explain the role and use of digital channels in mobilisation  Demonstrates an understanding of key analytics
Understanding of social media	Can explain what it takes to increase following and engagement through major social media channels. Can point to a track record of using social media to help organisations achieve their strategic aims.
Marketing and communications expertise	Has experience working with marketing and fundraising teams, demonstrates an understanding of the components of effective marketing and fundraising
Branding knowledge	Articulates the importance and value of a brand to an organisation. Has experience developing, protecting and promoting brands.
Management experience	An experienced manager, with a track record of managing mobilisation, fundraising and/or marketing teams, understanding challenges commonly faced.
A strong sense of responsibility and meticulous about timely compliance with regulations and requirements.	Demonstrates a good understanding of the principles underlying the fundraising code of practice, Charity Commission regulations, GDPR, other applicable legislation and best practice. Able to identify situations where any risk of not complying with/adhering to those may arise.
Ability to manage multiple projects, identifying conflicting demands and establishing clear priorities in order to meet agreed objectives. Excellent decision-making ability	Has a clear idea of priorities and manages own and team's time accordingly Delivers key outputs and responds to requests in a timely fashion
Ability to work through challenges in positive and effective ways Clear understanding of the need to maintain confidentiality Passionate about the work of the Trussell Trust and is sympathetic to its values and ethos	Demonstrates resilience, resourcefulness, flexibility and perseverance Demonstrates personal integrity and commitment to the values of the Trust Demonstrates empathy for people from disadvantaged, marginalised or socially-excluded backgrounds Able to represent the Trust and its values effectively
Commitment to occasional need to work outside of normal working hours and to travel throughout the UK.	Willing to be available for work related travel.



## 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](http://www.trusselltrust.org/jobs) and click on 'Apply for this job' by the role details. This will take you through to our online application platform, Applied. This platform enables us to review your application anonymously to make our hiring decisions as diverse and impartial as possible.

You do not need to complete your application in one sitting, but you can save it and go back to it at any time before the closing date.

If you have questions about this position, please call 01722 580 209 or email [people@trusselltrust.org](mailto:people@trusselltrust.org).

[www.trusselltrust.org/jobs](http://www.trusselltrust.org/jobs)

