



COMMUNICATIONS MANAGER (MEDIA)

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 2019 and 31st March 2020, food banks in the Trussell Trust network distributed 1.9 million three-day emergency food supplies to people in crisis, a 18% increase on the previous year. More than 700,000 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 ensure everyone can afford their own food so there is no need for food banks 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 create a just, compassionate society.

[*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 five directorates, all of which report into our Chief Executive. These are:

- Operations
- Finance & Corporate Services
- Policy, External Affairs & Research
- Strategy & Impact
- Public Engagement

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.



THE ROLE

Department: Public Engagement

Responsible to: Head of Strategic Communications

Responsible for: 2 direct line reports

Hours: Full-time (37.5 hours per week) – flexible working considered

Salary: £41,784 per annum plus benefits

Based: London with regular travel throughout the UK

Employment type: Permanent



ROLE OUTLINE

The Communications Manager (Media) is responsible for delivering a communications strategy that keeps the Trussell Trust at the forefront of the national conversation. Supporting the creation and implementation for an integrated, audience focussed marketing and communications plan, the role will manage a Senior Press Officer and a Communications Officer (Church) responsible for building public will to end the need for food banks across all communications channels, with a particular focus on traditional media.

RESPONSIBILITIES

- Proactively manage and leverage media relations in order to achieve organisational and communications goal
- Planning, delivering and evaluating integrated communications plans to support our new strategy
- Support with reframing the public debate on destitution, focussed on embedding our values among all audiences including our food bank network, the church, supporters, campaigners, partners, the media and the general public
- of the Trussell Trust press office and spokesperson briefings, and support with crisis communications
- Build and maintain strong relationships with senior UK journalists, influencers and national communications partners to reach new audiences and build a movement for change
- Lead on copywriting across the Trussell Trust to ensure consistent high-quality messages are shared with key audiences
- Help people with experience of poverty or food bank use to share their story through national communications channels in a way that are confident, comfortable and in control through bespoke training and support
- Support the coordination of mobilising target audience to create change through targeted high-quality communications
- Support colleagues from the Trussell Trust and wider food bank network with communications support, media requests, blogs, social media, etc.
- Provide leadership, direction, support and line management. This will include regular 1:1s and annual reviews to ensure objectives and targets are met
- Develop a culture of innovation, resourcefulness and best practice to make the best use of time and skills in the team.
- Support on delivering multi-channel communications campaigns to help build public will for a future without the need for food banks
- Oversight
- 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)
Confident communicator	Demonstrates outstanding written and verbal communication skills. Understands how to tailor communication for different audiences and circumstances. Track record of using communications channels to help organisation achieve strategic objectives.
UK media expertise	Strong knowledge of UK national, regional and local media and successfully creating plans to leverage them to get key messages out to the public. Track record of creating successful national media coverage plans for previous roles/organisations.
Understanding of social media	Some experience in managing national social media channels. Understanding of what it takes to increase following and engagement through a range of content with experience of both paid and organic posts. Can point to track record of coordinating, planning and using social media to help organisations achieve objectives.
Excellent written and verbal communication skills across a range of media, including ability to edit and proof-read copy	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. Communicates clearly, verbally and in writing, with internal and external stakeholders at all stages of creative process.
Basic crisis management experience	Some experience in maintaining a brand through crisis communications, including drafting key messaging, FAQs, briefings, holding responses for internal and external audiences, especially to the network, journalists, partners and social media followers
Management experience	Experience of managing colleagues, particularly frontline communications officers, with understanding of challenges presented by such a role (ie being the voice of a national charity)
Experience of building relationships with journalists, influencers, national communications partners	Track record of building relationships with key contacts who can help amplify organisational messages, reach new audiences and achieve strategic objectives
Understands framing	Articulates the significance of communications framing, and how this could be used to help the Trussell Trust achieve its objectives.
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 appropriately Delivers key outputs and responds to requests in a timely fashion

<p>Is able to work through challenges in positive and effective ways</p> <p>Clear understanding of the need to maintain confidentiality</p> <p>Passionate about the work of the Trussell Trust and is sympathetic to its values and ethos</p>	<p>Demonstrates resilience, resourcefulness, flexibility and perseverance</p> <p>Demonstrates personal integrity and commitment to the values of the Trust</p> <p>Demonstrates empathy for people from disadvantaged, marginalised or socially-excluded backgrounds</p> <p>Able to represent the Trust and its values effectively</p>
<p>Design skills are desirable</p>	<p>Basic knowledge or experience with designing content whether on Canva, Photoshop or Indesign are desirable</p>
<p>Commitment to occasional need to work outside of normal working hours and to travel throughout the UK.</p>	<p>Willing to be available for work related travel.</p>

The Trussell Trust is a charity founded on Christian principles which works to end the need for food banks in the UK. We all subscribe to the same values of dignity, justice, compassion and community, and hope that new team members will too, irrespective of belief or background.



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 our [website](#) to access 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 have 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 recruitment@trusselltrust.org.

www.trusselltrust.org/jobs

