



# SUPPORTER JOURNEY MANAGER

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 2019 and 31<sup>st</sup> 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 every nation of the UK, to work with governments at every level 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.

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



# THE ROLE

**Department:** Public Engagement

**Responsible to:** Head of Supporter Retention and Development

**Responsible for:** Supporter Journeys Assistant

**Hours:** Full time (37.5 hours per week), flexible working considered

**Salary:** £35,500 pa plus benefits

**Employment:** 12-18 months' fixed-term contract

**Based:** Home-based



## ROLE OUTLINE

Working within the Public Engagement team, the post holder will be responsible for developing and implementing effective supporter journeys to engage and inspire supporters to take action to help realise our vision to end the need for food banks in the UK. The post holder will be responsible for ensuring that the systems and processes to support supporter journeys are in place. This role is responsible for achieving income targets from supporter journey activity, as well as other KPIs.

## RESPONSIBILITIES

- To contribute to the supporter retention and development strategy (as part of the public engagement strategy)
- To lead on the development of supporter journeys across The Trussell Trust to engage and develop supporters and increase LTV
- Achieve/surpass income targets and work within expenditure budget and guidelines
- Work closely with Supporter Engagement team to onboard and welcome new supporters.
- Identify a range of ways in which supporters can engage through financial support and non-financial activities such as volunteering, taking part in events and campaigning and develop a clear understanding of how valuable each type of engagement is to The Trussell Trust
- Provide supporters with a carefully chosen selection of engagement opportunities and benefits which will enable them to express and increase their support, and build a long-lasting relationship with The Trussell Trust
- Line manage and support the Supporter Journey Assistant to implement supporter journeys
- Support and work closely with existing Supporter Journey Manager
- Align supporter journeys to the vision of ending the need for food banks in the UK alongside our Changing Minds public engagement strategy to shift public perceptions of the root causes of poverty in the UK
- Work with colleagues to develop a segmentation model for all supporters
- Work with audience managers across The Trussell Trust to ensure an understanding and buy in to supporter journeys, working with them in a collaborative way to map out engagement opportunities that do not just ask for financial support
- Ensure supporter journeys are based on evidence and clear supporter insight, adopting a test and learn approach, optimising journeys that inspire supporters to become committed and loyal
- Work with the Supporter Data & Insight Manager to identify any gaps in audience insight and form action plans of what is needed to inform and drive the supporter journey strategy
- Work with the Supporter Data & Insight Manager to ensure clear KPIs are defined across The Trussell Trust to benchmark, monitor and optimise supporter journeys

- Ensure ways of working are clearly defined with the Supporter Care and Database team to set up and build data sets, design and set up automated supporter journeys on the chosen system solution / tech and test the journeys for each segment
- Work with the Communications team and audience managers to ensure appropriate and engaging content is available in a timely way to ensure the successful implementation of supporter journeys
- Provide leadership, direction, support and line management to the team, including 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
- 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 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.*



# PERSON SPECIFICATION

Requirement	Measures of success (Key Performance indicators)
<p>Experience working in a supporter or customer development role</p> <p>Sound working knowledge and significant experience of setting up supporter or customer journeys that optimise life-time value</p> <p>Hands on experience of working with data and insight to steward supporters, being audience led in approach</p> <p>Experience of managing and developing legacy marketing activities</p> <p>Experience in developing a strategic approach to content delivery, to build a portfolio of engagement 'products' for supporters or customers</p> <p>Good attention to detail</p>	<p>Experience in similar role</p> <p>Experience of working with database and insight colleagues to build audience insight</p> <p>Confidence in working with data and insight and using analytical resources such as excel</p> <p>Understands the need for the highest levels of supporter care and stewardship and delivers this accordingly</p> <p>Delivers key outputs and responds to requests in a timely fashion</p>
<p>Track record of achieving income targets</p> <p>Able to manage expenditure budget</p>	<p>Experience in similar role</p> <p>Track record of achieving results within budget</p>
<p>Meticulous about accurate and timely reporting</p> <p>A strong sense of responsibility; meticulous in timely compliance with regulations and requirements</p>	<p>Demonstrate a good understanding of the principles underlying Charity Commission regulations, GDPR, other applicable legislation and best practice; able to identify situations where any risk of non-compliance/adherence may arise</p> <p>Demonstrate emotional intelligence required in the role</p>
<p>Line management experience</p> <p>Exceptional stakeholder relationship management experience (both internal and external)</p>	<p>Experience in similar role</p>
<p>Exceptional interpersonal skills. Diplomatic and with the interpersonal skills needed in the role</p> <p>High level of numeracy, IT literacy and competence</p> <p>Strong project management skills with ability to multitask and work to deadlines</p>	<p>Communicative and approachable, written communication is succinct and convincing</p> <p>Absorbs and analyses significant amounts of information. Has a clear idea of priorities and manages own and team's time appropriately</p>
<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>Commitment to occasional need to work outside of normal working hours and travel throughout the UK</p>	<p>Willing to be available for work related travel</p>



## 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](mailto:recruitment@trusselltrust.org).

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

