



## Supporter Journey Officer

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 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 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
- 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:** Supporter Journey Manager

**Hours:** Full Time (37.5 hours per week)

**Salary:** £28,000-30,000 per annum plus benefits

**Based:** Work from home with occasional travel to the London or Salisbury offices



### ROLE OUTLINE

Situated within the Supporter Retention & Development Department. You will work closely with both Supporter Journey Managers and be responsible for implementing and monitoring effective supporter journeys to engage and inspire supporters to help realise our vision to end the need for food banks in the UK.

### Responsibilities

- Work with the Supporter Journey Managers to implement supporter journeys to retain and develop supporters and increase lifetime value (LTV)
- Develop good working relationships across the Trussell Trust to gain an awareness of wider work, share the benefits of strategic supporter journeys and identify engagement opportunities for warm audiences
- Write creative briefs for activities, for internal or external submission
- Work with Supporter Care and Database colleagues to set up and build data sets, test and control cells etc. as agreed with Supporter Journey Manager/s
- Track and report on campaign activity and KPIs, ensuring that required coding and analytics are in place. Working with the CRM and the Supporter Care and Database team to automate reporting where possible
- Implement controlled testing, as agreed with Supporter Journey manager/s
- Regular evaluation of the test and learn approach and report back on progress to audience managers
- Input into the ongoing design and refinement of supporter journeys
- Manage print and production for offline content such as mailings etc.
- Work with Communications colleagues and audience specialists to produce appropriate and engaging content to ensure the successful implementation of supporter journeys
- Request quotes and produce schedules to ensure that activities are executed within agreed time frames and budget
- Ensure that agreed processes and procedures for activity management and sign off are used and that all key stakeholders are aware of their role and responsibilities in the production of communications
- Develop an in-depth working knowledge of existing audiences. Work closely with the Supporter Data & Insight Manager to ensure the latest insight is being used in the supporter journeys that are being implemented – and ensure a robust approach is in place to feedback supporter insight, in order to enhance the supporter experience.
- Help to 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.



## Person specification

Requirement	Measures of success
<p>Good knowledge and experience of working in a supporter or customer development role</p> <p>Experience of producing supporter/customer communications</p> <p>Hands on experience of using a CRM/database and working with data and insight to steward supporters, using an audience led approach</p> <p>Excellent attention to detail and high levels of accuracy.</p>	<p>Experience in similar role</p> <p>Experience of working with supporter/customer data and audience insight to steward supporters / customers</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>Strong communications skills – both written and oral</p>	<p>Experience in similar role; written communication is succinct and convincing</p>
<p>Excellent interpersonal skills</p> <p>High level of numeracy, IT literacy and competence</p> <p>Good organisational skills with ability to multi-task and work to deadlines</p>	<p>Communicative and approachable</p> <p>Absorbs and analyses significant amounts of information</p> <p>Has a clear idea of priorities and manages workload appropriately</p>
<p>Positive, proactive approach to work and a good team player</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)

