



Strategic Communications Manager – (Engagements and Activations)

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.



The Role

Department: Public Engagement

Responsible to: Head of Strategic Communications

Responsible for: Communications Officer

Hours: Full Time (37.5 hours per week)

Salary: £42,410.76 per annum plus benefits

Based: Home based with occasional Travel to Salisbury or London offices or food banks, when appropriate



ROLE OUTLINE AND PURPOSE

This role is responsible for delivering a range of proactive communications activities and interventions that build public will for a future without the need for food banks. This role will develop and deliver creative communications outputs that build traction, provoke conversations, win hearts and minds, and keep hunger and food bank use at the forefront of national conversation.

RESPONSIBILITIES

- Lead a range of communications activities, including thought-provoking events, interactive experiences, partnerships, stunts and high-profile opportunities, that build cause awareness, tackle the misconceptions of poverty and shift behaviours among key audiences from a wide range of diverse groups.
- Working within the PE directorate and beyond, develop and deliver a plan of strategic communications opportunities that build understanding and public will for the policy and societal changes needed to end the need for food banks
- Influence and inspire key partners to reach wider audiences to build understanding and empathy for people who need to use food banks
- Act as a consultant for colleagues from the Trussell Trust on communications needs, including copywriting support and messaging guidance.
- Participate in regular 1:1s and annual reviews, contributing to the identification of objectives and targets, and monitoring progress towards them.



Person specification

Technical skills and minimum knowledge:

- Confident written and verbal communication skills and storytelling for key audiences across a range of communications channels
- Ability to understand and use inclusive language and other best practice around communication that engages a wide range of people from diverse groups.
- Creative thinker with the ability to commission and deliver innovative ideas and behaviour-changing ideas that inspire audiences
- Ability to manage multiple projects simultaneously, identifying conflicting demands and establishing clear priorities.
- Proven experience of building relationships and influencing corporate partners, agencies, influencers, producers and key stakeholders
- Experience using a range of communications tools to evaluate success.

Behaviours and competencies:

- Ability to think strategically and practically deliver
- Demonstrate a commitment to the values of the Trussell Trust
- Demonstrate empathy for people from disadvantaged, marginalised, or socially- excluded backgrounds.
- Commitment to occasional need to work outside of normal working hours and to travel throughout the UK.
- Passionate about the work of the Trussell Trust and able to represent it and its values effectively.
- Demonstrates resilience, resourcefulness, flexibility, and perseverance.

Key Stakeholders

- Strategic communications team (inc Head of Strategic Communications, Communications Manager (media), Influencer Engagement Manager)
- Public Engagement directorate
- Corporate partners
- Policy and Research directorate
- Senior leadership group
- People with experience of poverty/food bank use
- Food banks

The Trussell Trust is a charity that works to end the need for food banks. It is founded on and shaped by Christian principles.

Our values of dignity, justice, compassion and community, are central to all that we do and therefore supports our aim to be an organisation where the diversity of all employees is valued. We welcome people of all faiths and those that are committed to these values.

We recognise that we have under-represented groups within our workforce. As part of our commitment to diversity and equality of opportunity we are actively encouraging applications from under-represented groups such as returning parents or carers who are re-entering work after a career break, people who are LGBT+, from Black, Asian and Minority Ethnic backgrounds, with a disability, impairment, learning difference or long-term condition, with caring responsibilities, from different nations and regions and those with a lived experience of poverty as well as any other under-represented group in our workforce. We are committed to ensuring the safety and protection of our employees from all forms of harm.



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

