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Senior Media Manager

APPLICANT INFORMATION PACK



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

Welcome from

Emma Revie, Chief Executive

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Our values

What we Do

\*14.2 million people in the UK population are in poverty.

The Social Metrics Commission, 2018

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.**

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.

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Our offices are in Salisbury and London.

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, Research and Impact

     • Strategy

     • Public Engagement

Whatever your skills or experience, there could be a role for you at the Trussell Trust.

Our Benefits

How we Work

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)



**Department:** Public Engagement

**Responsible to:** Head of Strategic Communications

**Responsible for:** Media Manager

**Hours:** Full Time (37.5 hours per week)  
**Contract:** 12 month fixed term contract

**Salary:** £52,829 per annum plus benefits

**Based:** Home based in the UK with some travel to Salisbury and London Offices or food banks when necessary

**ROLE OUTLINE AND PURPOSE**This role will design and develop impactful media relations strategies that increase awareness, understanding and consideration of our mission and goal. This role will generate communications tactics and PR opportunities that build traction, provoke conversations, win hearts and minds, and keep hunger and food bank use at the forefront of the national agenda.

**RESPONSIBILITIES**

* Lead the development of proactive communications strategies for earned media and deliver high-profile and targeted media coverage that builds cause awareness, tackles the misconceptions of poverty and shifts behaviours among key audiences
* Provide specialist communications consultancy to senior colleagues across the organisation and offer expertise on the most effective use of media, external positioning, key messaging and reputational risk issues
* Oversee the organisation’s press office function and build relationships with senior journalists across digital, broadcast and print media to identify opportunities to reach new audiences and grow awareness, understanding and consideration of our mission and goal
* Support and guide the Media Manager and Press Officer to implement proactive media activity which supports the organisation’s communications priorities and campaigns and maximises the impact of reactive opportunities
* Participate in regular 1:1s and annual reviews, contributing to the identification of objectives and targets, and monitoring progress towards them.

The Role

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Person specification

**Technical skills and minimum knowledge:**

* Proven strategic knowledge of the UK national, regional and local media landscape with a track record of delivering coverage and engagement to support organisational objectives and experience in crisis communications
* Strong editorial judgement and excellent news sense, with the ability to translate complex issues into compelling content
* A creative thinker with a track record of commissioning and delivering innovative media approaches that inspire audiences, build understanding and change behaviours
* Confident written and verbal communication skills and storytelling for key audiences across a range of communications channels
* The ability to manage multiple projects simultaneously, identifying conflicting demands and establishing clear priorities.
* The ability to lead and motivate a team to deliver great results in a fast-paced environment

**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
* Public Engagement directorate
* Policy and Research directorate
* Senior Leadership Group
* CEO
* Corporate partners
* Charity partners
* People with lived experience of poverty/food bank use
* Staff and volunteers in the food bank network

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How to apply

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 none 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.

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

The Trussell Trust is Reg. Charity in England & Wales (1110522) and Scotland (SC044246). Reg. Ltd. Co. in England & Wales (5434524)