



Food Bank Content Coordinator

APPLICANT INFORMATION PACK



www.trusselltrust.org



Welcome from Emma Revie, Chief Executive

Thank you for your interest in joining the Trussell Trust.

Last year, food banks in our network provided more than 2.1m parcels to people across the UK. This represents an increase of 14% compared to the same period in 2019/20. Over 830,000 of these went to children.

As the cost of living continues to soar, people who can least afford it, are feeling the impact the most. The work of our food bank network is inspiring, but it shouldn't be needed.

Our vision is for a future without the need for food banks. It's an ambitious goal, but we believe it's achievable. To get there, we need to work with governments at every level to ensure that our benefits system provides a genuine safety net for people and that everyone is paid a fair wage. Everyone should be able to thrive, not merely survive, because they don't have enough income to cover the essentials we all need.

Working for the Trussell Trust means you'll be making a real difference to the lives of people across the UK. To continue our vital work, and realise our vision, we rely on a team of dedicated people who share our goal. We hope you'll be part of that team!

Best wishes

A handwritten signature in black ink, appearing to read "Emma Revie".

Emma Revie
Chief Executive



What we Do

We support more than 1,300 local food banks across the UK, providing practical, community-led support for people facing hardship.

But emergency food isn't a long-term solution to hunger. People need food banks when they don't have enough money for essentials. It's not right that anyone needs a food bank to get by. That's why we campaign for change to end the need for food banks in the UK and work with communities across the UK to change the things that push people to need a food bank.

We bring together data and evidence from food banks and the people who need them across the UK, gathering powerful information on our society. Our research projects give the most in-depth picture of who needs a food bank and why, helping us co-create and advocate for solutions that will ensure all of us have enough money to cover our basic needs.

We believe that, in coming together, we will build a future where none of us need a food bank, because none of us will allow it. That's why we launched our five year [strategic plan](#). We know our goal to end the need for food banks is ambitious, but by working Together for Change, we believe it is achievable.

Our values

Our values are the fundamental driving principles that underpin our work. Developed in consultation with food banks, our values encapsulate the spirit of what it means to be part of the Trussell Trust and our network.

Our values are:

Compassion: We stand in solidarity with people that need the help of food banks. We put the wellbeing of people served by food banks above everything else. We always uphold and protect their dignity.

Justice: We are motivated by a desire to see a more just society. It's not right that anyone is facing hunger and poverty. Everyone should have enough income to afford the essentials.

Community: We believe we share the responsibility to support one another in our communities. To create change, we must work together for a fairer society.

Dignity: We recognise the innate value of each individual person and seek to prioritise the other person's needs and concerns in the spirit of mutuality and friendship. Regardless of background.



How we Work

Our team members are based in all four nations of the UK, supporting both our national work and food banks on a local level.

Our support for the food banks in our network, as well as our campaigning work is delivered through seven directorates, all of which report into our Chief Executive. These are:

- Corporate Service
- Network Operations
- Network Programmes and Innovation
- Participation
- People and Inclusion
- Policy, Research and Impact
- Public Engagement
- Strategic Communications

Whatever your skills or experience and wherever you are based in the UK, there could be a role for you at the Trussell Trust helping our work towards a future without the need for food banks.

Our Pay & Benefits

Our people are the most important thing the Trussell Trust has. Without our staff, we couldn't achieve our goals and create change.

All of our roles undergo a Job Evaluation and Benchmarking programme which has resulted in the implementation of a robust methodology for evaluating and setting salaries.

As a result we now have established levels and spot rate salaries based upon the market rate for all our roles that are non-negotiable. Our pay principles are important to us, they are grounded in a transparent and competitive approach to pay.

The benefits package we offer supports our staff professionally and personally.

Benefits include matched pension contributions up to 8%, company sick pay package including income protection insurance, enhanced Family leave including maternity and paternity, flexible working, payroll giving, enhanced contractual leave including the option to buy and sell holiday once a year.



Our Approaches

How we do something is as important as what we do. For that reason, we have developed a set of organisational approaches to describe how the Trussell Trust should work.

Service

At the Trussell Trust, we seek to serve the work of the food bank network, listening attentively and seeking the good of our common mission rather than our own organisation.

Collaboration

Wherever possible, we will collaborate with others to achieve our goals. This includes food banks in the network and people with direct experience of poverty, ensuring their effective involvement at every level of our activity.

These approaches should characterise all of our work, both with the food bank network and internally. They'll inform new ways of working at the organisation, and we'll make sure that we're continuously exploring, shaping, and living our values and approaches in our day-to-day work.

Expertise

We will be the best that we can be in the things others rely on us to be expert about, being a powerful, clear voice for change in the policy and public sphere and sharing relevant insights and information with food banks.

Transparency

We will be clear and open with information and plans, ensuring that our own integrity and authenticity build and maintain confidence among the wider public for the work of food banks.

The Role



Directorate: Public Engagement

Responsible to: Food Bank Content Manager

Responsible for: Food Bank Content Assistant

Hours: Full Time (37.5 hours per week)

Salary: £33,928 per annum plus benefits

Based: Home based within the UK with some travel to London and Salisbury offices, or travel to food banks including attendance to staff conferences, 121's and team away days

Role outline and purpose

This role supports the development and production of resources to help and support food banks in the Trussell network, ensuring our food bank audiences is served with high-quality engaging, accessible content.

Working with creative professionals and expert teams across Trussell, the role will help to coordinate, curate and create resources hosted on a digital hub – including written, film, audio and photographic – that provide support to food banks in their operations and strategic work.

The role will ensure resources are brand compliant, relevant and effective for food banks busy dealing with increasing need in their communities. With a good understanding of audience and channels, the role will help influence the food bank network to take strategic action to end the need for food banks.

Responsibilities

- Coordinate, develop and create content and resources for the Trussell Trust network, providing food banks with operational support and helping them engage with our strategic strands Changing Minds, Changing Policy and Changing Communities
- Maintain the Digital Hub, updating the content and ensuring it's development, where a wide range of strategic and operational resources are hosted for the Trussell Trust food bank network
- Working with the Food Bank Content Manager and teams across the organisation, support the editing, amending, and enhancing of material for bespoke projects with particular attention to brand, tone and house style, ensuring key messages are delivered in an impactful way, and the formats and approaches taken are appropriate for the channel and distribution plan.
- Provide support to departments across the organisation and food banks in the network to develop and use content in a way that is appropriate for their target audiences and objectives.
- Support the delivery of creative projects and related processes in house or with external suppliers, from brief to delivery, including production schedules, storyboard, and script, as required.
- Line manage the Food Bank Content Assistant, including providing regular support, 121s, development opportunities & feedback.

Person specification

Technical skills and minimum knowledge:

- Experience working with digital content management platforms and websites, including uploading content, creating pages and making edits.
- Knowledge of design and editing packages, and experience of creating a range of resources.
- Experience managing content resources and digital archives, including helping others develop, access and use assets appropriately.
- Content planning skills, including brief development and project coordination
- Good understanding data protection principles and compliance.
- Knowledge and understanding of the culture and operations of grassroots community organisations, ideally food banks.

Behaviours and competencies:

- Can communicate effectively, persuasively and compassionately with a range of different people and stakeholders
- Ability to balance competing priorities and work to tight deadlines, organising their own workload with limited supervision.
- Demonstrate a commitment to the values of the Trussell Trust
- Demonstrates empathy for people from disadvantaged, marginalised or socially- excluded backgrounds
- Role models inclusive behaviours

Key Stakeholders

- Public Engagement
- Creative Studio team
- Operations
- Food bank Network
- Strategic Communications
- Corporate Partnerships
- Other managers across a range of departments, particularly those leading audience and partner facing work, and those supporting the network of food banks.
- External Agencies, partners and suppliers



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 LGBTQIA+, from racially minoritised communities such as 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 580 180 or email recruitment@trusselltrust.org.

www.trusselltrust.org/jobs

