



## Press Officer - FTC 15/04/26

APPLICANT INFORMATION PACK



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

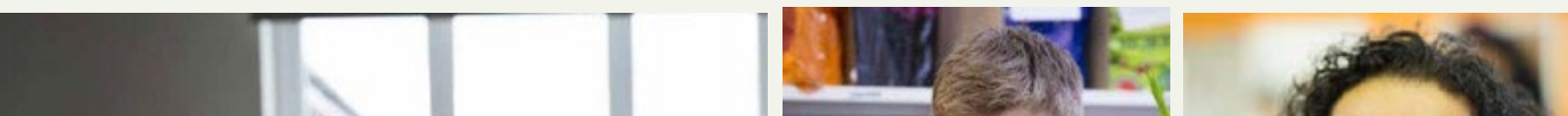
As the cost of living continues to soar, people who can least afford it, are feeling the impact the most. The work of our food bank network is inspiring, but it shouldn't be needed.

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

**Emma Revie**  
Chief Executive







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 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.



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 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.

# The Role



**Directorate:** Public Engagement

**Responsible to:** Media Manager

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

**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 is the first point of contact for journalists getting in touch with the Trussell Trust. The role is accountable for handling media enquiries; checking and responding to the press inbox; media monitoring and securing press coverage. The Press Officer will assist with media work through print, online and broadcast news to help build understanding, awareness and consideration of the organisation's mission and goal. The Press Officer will support and advise colleagues, food banks in the network and external stakeholders to ensure they receive media coverage of strategically important projects.

## Responsibilities

- Handle incoming enquiries and provide accurate, timely and appropriate responses, briefing journalists in line with the Trussell Trust's key messages and priorities.
- Build relationships across the organisation, within the food bank network, with external stakeholders such as corporate partners, and with journalists to assist with securing coverage across national, regional and local media to reach new audiences and build cause awareness
- Horizon scan for media opportunities and develop innovative integrated communication plans, overseeing advice, statements, timelines, and key messaging to engage specific audience segments.
- Arrange spokespeople for interviews and support with organising and managing press visits to food banks, as well as photo calls, to support the organisation's communications priorities and campaigns
- Circulate regular coverage updates across the organisation and help maintain and develop media databases, key performance indicator reports and other admin systems and processes to ensure continuous improvement
- Act as the media lead on proactive projects that help build understanding and awareness of both Trussell Trust and the food bank network's strategic objectives.
- Participate in regular 1:1s and annual reviews, contributing to the identification of objectives and targets, and monitoring of progress towards them
- Participate in an out-of-hours rota for media enquiries.



# Person specification

## Technical skills and minimum knowledge:

- Experience of working within a press office environment/PR
- agency with a track record of securing high-impact coverage.
- A confident communicator who demonstrates strong written and verbal communication skills.
- Demonstrates experience of tailoring communication for different audiences and circumstances.
- Knowledge of UK national, regional and local media and how to leverage them to get key messages out to the public. Some experience of handling media enquiries and speaking to journalists.
- Has a clear idea of priorities and manages own time appropriately while delivering key outputs and replying to requests in a timely fashion

## Behaviours and competencies:

- Demonstrate dedication to the values of the Trussell Trust
- Demonstrates empathy for people from disadvantaged, marginalised or socially excluded backgrounds
- Commit 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
- Role models inclusive behaviours and values

## Key Stakeholders

- Strategic communications team (especially Media Manager and Senior Media Manager), Strategic Communications Manager (Activations & Engagement) and Press Officer
- Public Engagement directorate
- Senior Leadership Group
- Corporate partners
- People with lived experience of poverty / food bank use
- Staff and volunteers in the food bank network



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](mailto:recruitment@trusselltrust.org).

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

