

Assistant Director of Income Generation

Applicant information pack



We are

1,400

different food bank locations

40,000

volunteers in our network

12,000

churches supporting us

100,000+

community groups and schools and millions of
people across the UK ready to take action

**And together,
we are Trussell.**

Introducing Trussell

Our vision is for a UK without the need for food banks or put another way, we exist so everyone can be free from hunger.

We're an anti-poverty charity and community of food banks. We work together to ensure no one in the UK needs a food bank to survive, while providing food and practical support to people left without enough money to live on.



Our mission

We exist so that everyone in the UK can be free from hunger. We work together to ensure no one needs a food bank to survive. Until that happens, we will continue to stand alongside people facing hardship, providing emergency food and practical support to people left without enough money to live on.

Our values

Our values underpin everything we do. Hunger and poverty are not inevitable, and we all have a responsibility to take action.



Compassion

This motivates us to stand alongside people facing hardship and provide support and care for individuals.



Justice

This drives us to insist that it is not right that somebody should experience hunger or poverty, and take action to change this.



Community

As people, we are all interconnected, and because of this we have a responsibility to support one another.



Dignity

We recognise the value of every individual, prioritising other people's needs and concerns in the spirit of friendship.

Ending hunger together

Last year, our community of food banks distributed 3.1 million emergency food parcels – the most ever in a single year.

People need food banks when they don't have enough money to afford the basics forcing impossible decisions like whether to heat their home or put food on the table, or whether to go without toiletries like shampoo, toilet roll or tampons.

Hunger in the UK isn't about food – it's about income.

We need urgent action on hunger in the UK. People are being pushed to the brink because they don't have enough money to live on. This can't go on. We refuse to stand by while so many of us can't afford to eat, keep warm and pay the bills.

How will we end the need for food banks?

Food banks are a vital lifeline for so many people facing hardship, but in a just and compassionate society, no one should need one.

Not so long ago, food banks were not needed to the extent they are today. Our social security system was created 80 years ago to protect people from hunger and hardship, and for decades after, people were a lot less likely to need a charity's help for the essentials. So we know things can be better.

We know what's pushing people to food banks and we know the building blocks needed to end hunger for good.



The role

Programme: Together with Trussell

Responsible to: Director of Income and Engagement

Responsible for: 4 Direct Reports, 47 Indirect Reports

Hours: Full-time (35 hours per week)

Salary: £83,484 per annum plus benefits

Based: Based from Home, London or Salisbury – travel around the UK as necessary

Role outline and purpose

The Assistant Director of Income and Generation is responsible for driving income and engagement across our fundraising portfolio, including Individual Giving, Legacy, Community, Corporate, Trusts and Major Donors. Ensuring we build and develop a breadth of strong relationships with supporters, and deliver a calendar of impactful appeals, fundraising activities and compelling propositions that maximise income and life time value. The Assistant Director will work closely with the Director of Income and Engagement and the Assistant Director of Audience Engagement to ensure we deliver income targets and maximise opportunities to deepen understanding and commitment, ensuring decision making is driven by insight and analysis.

This role is part of the Together with Trussell programme, a goal of which is to build stronger connections with our supporters, partners and donors in order to increase funding, campaigning, and other forms of support for our work. As a member of an enabling programme, this role is focused on the successful delivery of the Together with Trussell programme outcomes, which underpin and enable the outcomes of our 5 external programmes – together contributing to the fulfilment of our long term vision of a UK without the need for food banks.

Responsibilities

- Lead the team to deliver our income generation strategy, meeting income targets based on long term financial forecasts, by driving growth and retention across existing supporters through outstanding stewardship and innovative products and activities that uplift and convert support, as well as proactively developing new opportunities, compelling propositions and relationships.
- Ensure that income reporting is accurate, timely, and accessible, and that teams are equipped with and utilising supporter data and insight to drive decision making.
- Maximise the opportunities for integration across our fundraising and mobilisation activity by working closely with the Assistant Director of Audience Engagement, and driving engagement and collaboration across teams.
- Develop and nurture stakeholder relationships across the organisation to support and champion fundraising.

Person specifications

Technical skills and minimum knowledge

- Expert fundraising experience, and ability to develop and deliver successful income generation strategies and implementation plans
- Track record of managing large complex projects and budgets, achieving income targets and tracking and communicating performance
- Ability to lead large multi-disciplinary teams, driving high performing and energised teams in a values driven culture and a confident decision maker
- Ability to establish credibility quickly with a range of stakeholders, with the influencing and clear communication skills to compellingly advocate to partners, staff and wider stakeholders
- Experience of working with a CRM, and using supporter segmentation to develop and deliver long term plans
- Clear, demonstrable understanding of fundraising best practice, including current data protection regulations and ethical codes

Behaviours and competencies

- Exemplify Trussell values and demonstrates a commitment to inclusive behaviour and leadership
- Ability to galvanise, challenge and inspire a large team
- Comfortable working in a fast paced, high performing and highly relational organisation, combining problem-solving with collaborative interpersonal skills
- A confident communicator and presenter, diplomatic, effective at building rapport, influencing and driving collaboration.

Key stakeholders

- Director of Income and Engagement
- Income Generation teams
- Assistant Director of Audience Engagement
- Partner organisations and supporters
- Agencies

Committed to being a
menopause friendly
employer



PROUD
to display
the **BADGE**



If you have questions about this position, please call
01722 580 180 or email recruitment@trussell.org.uk.

trussell.org.uk/jobs

Trussell is the operating name of The Trussell Trust a registered charity in England & Wales (1110522) and Scotland (SC044246).
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