

Senior Individual Giving Manager - Acquisition

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.



Community

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



Justice

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



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: Head of Individual Giving

Responsible for: 2 x Individual Giving Managers plus agency partners as needed

Hours: Full-time (35 hours per week)

Salary: £63,115.09 per annum plus benefits

Based: Based from home, London or Salisbury - travel around the UK as necessary including attendance at staff conferences, 121s and team away days

Role outline and purpose

The Senior Individual Giving Manager is responsible for driving forward our Individual Giving Programme, engaging and recruiting supporters across cash, regular giving, and legacy to Trussell through compelling direct marketing activity and stewardship communications across a range of online and offline channels. Responsible for leading on our major appeals, this role sits within a team of fundraising experts and works collaboratively with colleagues across the Together with Trussell programme to create integrated and powerful fundraising campaigns, working to retain and uplift supporters over time to enhance their lifetime value.

This role is part of the Together with Trussell programme, the 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

- Working with the Head of Individual Giving and key stakeholders from across the Together with Trussell programme team, to proactively plan a programme of integrated activities to engage and attract new supporters to Trussell, growing our supporter base and our long-term organisational income.
- To implement that plan across a range of integrated offline and online direct marketing channels.
- Own acquisition KPIs around new cash and RG donors, including mid value recruitment; and legacy lead generation.
- Ensuring that all activity is based within and optimised through high quality marketing and audience insight along with performance data and tracking. To ensure all new

supporters are effectively welcomed to the organisation through strong on-boarding journeys and then subsequently and seamlessly stewarded.

- To provide expertise on direct marketing and supporter engagement to the wider programme team and organisation, and to maintain a contemporary and deep knowledge of this field.
- Line management and budget responsibility, ensuring the associated new supporter recruitment budget is effectively spent and controlled.

Person specifications

Technical skills and minimum knowledge

- Proven and broad experience of direct marketing; online, offline and DRTV
- A strong understanding of GDPR, data protection and fundraising regulation and compliance
- Demonstrates outstanding written and verbal communication skills and ability to analyse complex data and budgets
- Ability to manage multiple projects, identifying conflicting demands and establishing clear priorities in order to meet agreed objectives
- Ability to work through challenges in positive and effective ways
- Exceptional relationships management skills, working with senior leadership and collaboratively across multiple stakeholders and teams
- Strong excel skills and experience of working with CRM, ideally Salesforce, website and analytics, payment gateway and email marketing systems. Experienced in landing page CRO, dashboards and experimentation frameworks
- Leadership experience and line management, including experience of dealing with performance issues

Behaviours and competencies

- Works collaboratively to maximise integration and effectiveness of activities
- Takes a holistic view of supporter engagement and thinks beyond solely financial supporters and initial supporter recruitment
- Is tenacious, proactive and seeks continuous improvement through test and learn approach
- Demonstrates a commitment to the values of Trussell

Key stakeholders

- Together with Trussell programme team
- Prioritising Hunger and Hardship programme team
- Members of the audience Insight and Engagement team

- Direct marketing, creative and media buying agencies and consultants
- Director of Income and Engagement and Assistant Director of Income Generation
- Fundraising teams
- Creative and Content teams
- Journey and Mobilisations teams
- Agencies

Committed to being a
menopause friendly
employer



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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