

Head of External Relations

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: Prioritising Hunger and Hardship

Responsible to: Director of Communications and External Affairs

Responsible for: Policy Manager, Senior Public Affairs Manager, Sector Coalitions Lead, Head of Church Engagement, Youth Engagement Lead

Hours: Full-time (35 hours per week)

Salary: £78,433.32 per annum plus benefits

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

Role outline and purpose

The Head of External Relations leads strategic engagement and influencing activities to ensure hunger and hardship remain a priority for key external audiences, to build the breadth and depth of support needed to help end the need for food banks. This role engages and influences target stakeholders in government, business, civil society and faith communities to prioritise hunger and hardship in their decisions and actions.

This role is part of Trussell's Prioritising Hunger and Hardship programme, the goal of which is to keep hunger and hardship at the forefront of conversations and decision making – both amongst the public and key individuals and organisations relevant to our cause. This role is focused on the successful delivery of the overall programme outcomes, contributing to the fulfilment of our long-term vision of a UK without the need for food banks.

Responsibilities

- **Leading the organisation's external influencing strategy** to shape key conversations, decisions, and activities among target audiences to ensure hunger and hardship remain a national priority. Working closely with colleagues across the organisation focused on influencing and advocacy with relevant stakeholders (e.g. policymakers, advice sector, local authorities).
- **Develop and maintain high-impact senior relationships** with key parliamentarians, civil servants, faith leaders, youth organisations, the wider charitable food sector and other partners to build strategic support and unlock change.
- **Oversee targeted engagement programmes** that deepen collaboration with, and activate, key stakeholders and organisations to build and amplify the long-term wide-ranging support needed to end the need for food banks – including youth and wider civil society organisations, charitable food providers and faith communities.
- **Shape and support coalitions** that align around shared priorities, build a unified narrative, and strengthen the collective voice of organisations working to support people facing hunger and hardship.

- **Act as an external spokesperson** representing the organisation in media, at external events and high-level meetings and through written commentary.
- **Provide team leadership, direction, support and line management.** This will include regular 1:1s and reviews to ensure object and targets are met.

Person specifications

Technical skills and minimum knowledge

- Proven track record of developing and delivering successful influencing strategies, focused on wide-ranging and high-profile external audiences
- Extensive experience in senior stakeholder engagement, coalition building, and influencing with impact across a wide range of partners, including a strong understanding of the UK political landscape and policy processes
- An understanding and appreciation for faith communities, particularly the role churches play in mobilising communities to end the need for food banks
- Knowledge of issues related to hunger and hardship, with an ability to translate complex policy into accessible messaging

Behaviours and competencies

- Strategic thinker with the ability to anticipate and respond to changing political and social environments
- Role model inclusive behaviour, values and leadership including empathy for people from disadvantaged, marginalised or socially excluded backgrounds
- Comfortable working in a fast-paced and high-performing organisation, combining problem-solving with collaborative interpersonal skills
- Effective communications and influencing skills: diplomatic, builds rapport, accessible and audience-appropriate presentation, and highly persuasive

Key stakeholders

- Programme Leadership Team, particularly Heads within Prioritising Hunger and Hardship (Head of Programme, Communications, and Research)
- Key influencing stakeholders within Making Social Security Work, Sustainable Holistic Advice, and Supportive Communities programmes (including Heads of Policy, Advice Advocacy, Community Building, and Community Design)
- Senior Audience messaging specialist (in programme)
- Scotland, Wales, and Northern Ireland leads
- Assistant Director of Income Generation
- UK parliamentarians and officials
- Senior sector partners
- Senior Church leaders

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

trussell.org.uk/jobs

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