

# Email Marketing & CRM Manager

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:** Head of Mobilising and Digital Engagement

**Responsible for:** Supporter Data Manager and Email Marketing & CRM Officer

**Hours:** Full-time (35 hours per week)

**Salary:** £48,920.46 per annum plus benefits

**Based:** Based from home - travel around the UK as necessary for events, including attendance at staff conferences, check-ins and team away days

## Role outline and purpose

To lead Trussell's email and marketing CRM strategy and digital projects by creating insight-led, compliant, and engaging digital communications and journeys that bring our story to life and drive programme outcomes.

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 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

### Email and CRM marketing

- Lead the design, content development and delivery of Trussell's email programme and related projects, optimising workflows, journeys and alignment with our audience strategy to deliver organisational goals.

### Product leadership

- Overall product leadership of our customer marketing platform, Marketing Cloud, ensuring data models and digital ecosystem are optimised and compliant with data privacy laws and industry standards, protecting supporter data from cyber threats.

### Analysis and insight and performance

- Implement digital tracking, attribution and measurement in line with established UTM governance and tagging standards to enable accurate tracking and optimisation. Lead the supporter data function, ensuring accuracy and compliance of supporter data, working with business system teams to ensure reporting enables actionable decision making.

### Consultancy and stakeholder management

- Act as an expert inhouse consultant for programme teams providing advice and guidance to embed best practice, accessibility and innovation in digital communications, driving continuous improvement.

### Digital marketing project management

- Lead digital marketing projects that deliver continuous improvement and compliance driving improved engagement with our audiences and programme outcomes.

## Person specifications

### Core Knowledge

- Deep understanding of CRM, CDP and marketing automation platforms. Experience of Salesforce and Marketing Cloud would be an advantage.
- Management of multiple audience-focused email marketing programmes with complex segmentations and competing priorities
- Excellent understanding of email copy and content best practice
- Excellent understanding of accessibility and legal regulations for email marketing, including the Data Protection Act and UK GDPR and accessibility best practice
- Strong understanding of digital measurement, including tracking, attribution and analytics methodologies and summarising insights to inform decision making.

### Essential Skills

- Data analysis and converting this to actionable strategies
- Excellent stakeholder management and relationship building skills
- Able to influence decisions, demonstrates collaborative approach
- Ability to think strategically and practically deliver
- Excellent ability to co-ordinate a variety of projects simultaneously in a multi-stakeholder environment
- Problem solving approach, giving strategic direction
- Process review and improvement skills

## Key Experience

- Leading and delivering digital projects and outcomes
- Leading email strategy and function
- Ensuring best practice and compliance
- Performance measurement and reporting skills
- Team leadership
- Managing relationships with suppliers and agencies

## Key stakeholders

Stakeholder/Group	Interaction	Frequency (Regularly/Ad-Hoc/Project specific)
<b>Internal</b>		
Line manager	Provides updates, seeks guidance where required, and collaborates to ensure priorities are achieved	Regularly
Line reports	Supports, guides and holds 121s	Regularly
Knowledge Transformation Teams	Collaborates on key systems projects and ongoing management alongside Salesforce teams	Regularly
Programme Team members and Programme colleagues	Collaborates to deliver shared objectives and provide mutual support	Regularly
Mission Enabling Teams	Collaborates to deliver shared objectives, align approaches and processes, achieving effective cross functional working	Regularly
<b>External</b>		
CRM and email platform providers and support agencies	Maintains constructive relationships to ensure efficient and effective services	Regularly
Digital agencies	Maintains constructive relationships to ensure efficient and effective services	Project specific



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01722 580 180 or email [recruitment@trussell.org.uk](mailto:recruitment@trussell.org.uk).

[trussell.org.uk/jobs](https://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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