

Content Producer

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: Senior Content Manager
People Responsibility: None
Budget responsibility: None
Location & Travel required: 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

Creates and produces distinctive visual content for Trussell, including photography, film, animation and short-form social content. Brings ideas from concept through filming, editing and delivery, helping supporters, partners and donors connect with our work and take action. Works hands-on across content creation and commissioning, alongside colleagues, food banks and external suppliers, to turn strong stories into impactful content for a range of audiences and channels.

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

- **Create visual content**
Creates, captures and edits high-quality photography, film, animation and short-form content that showcases Trussell and our food bank community. Takes ideas from brief through filming, edit and delivery, while commissioning specialist support where needed.
- **Develop creative ideas and formats**
Develops original visual ideas, compelling narratives and repeatable content formats for social media, web and supporter communications. Spots opportunities to make content more engaging, emotionally resonant and relevant for target audiences.
- **Shape quality and bring the brand to life**
Shapes edits and final assets with a strong visual eye, applying Trussell's brand, tone,

accessibility and channel needs. Balances consistency with fresh, audience-focused approaches that help content stand out.

- **Lead creative projects and commissioning**

Leads creative projects in house and with external suppliers, from concept, brief and storyboard through production, edit and delivery. Manages production schedules, budgets and approvals while protecting the quality and ambition of the creative work

- **Share creative expertise**

Works with teams and food banks to identify strong stories and content opportunities. Provides practical creative advice that helps colleagues develop audience-focused content and make the most of existing assets.

- **Support creative systems and suppliers**

Supports the Senior Creative Manager to maintain a strong roster of photography, film and animation suppliers. Works with the Library Officer to ensure content is stored, shared and reused effectively through the digital asset management system.

Person specifications

Core Knowledge

- Specialist film and photography production, including creative development, shooting, editing and post-production.
- Camera techniques, video post-production and Adobe editing software.
- A working knowledge of design, illustration, and animation software.
- Knowledge of mobile-first filming and editing approaches, including iPhone filming and tools such as CapCut or in-app editing
- Understanding of how different platforms, formats and audience behaviours shape visual storytelling.
- Understanding of accessibility standards for visual content, including captions, subtitles, alt text prompts and plain English

Essential Skills

- A creatively curious storyteller, able to generate original ideas and build compelling, emotive narratives for different audiences and channels, including short-form and mobile-first content. Strong visual judgement, with skill in turning complex subjects into clear, human and visually engaging content. Confident using strong hooks, captions, on-screen text and accessible formats. Confidence to test fresh ideas, spot emerging content approaches and make sound creative choices while protecting dignity, accuracy and trust.
- Ability to manage multiple projects and deadlines, including planning and scheduling priorities to manage resources and deliverables responsibly.

- Skilled in engaging internal and external stakeholders collaboratively and appropriately in creative projects using effective communication and negotiation.

Key Experience

- Experience developing original visual content for long and short-form formats across website, social media and supporter communications. Experience taking content from first idea through filming, editing and final delivery.
- Creative project planning and execution, including brief development, storyboarding, review and edit process stages.
- Identifying audience-focused creative approaches that meet strategic objectives and strengthen the brand. Experience of commissioning and managing external creative suppliers, including briefing and contract compliance.
- Experience repurposing content into different formats, including cutdowns, key moments, series content, captions and social-first edits.
- A portfolio or examples of work showing strong visual storytelling across a range of formats, audiences and creative approaches.

Special Requirements

Driving Licence

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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