

Email & CRM Marketing Officer

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:	Email Marketing and CRM 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

Supports delivery of our email and CRM marketing strategy, bringing the story of Trussell and our community of food banks to life through insight-led communications. Working alongside the Email & CRM Marketing Manager and collaborate with insight, fundraising, mobilising and wider programme teams to build and deliver highly engaging communications and journeys.

Responsibilities

Email design and delivery

- Support the Email Marketing and CRM Manager in designing and delivering insight-led, data-driven email campaigns and supporter journeys that strengthen engagement and drive activity that delivers programme goals.

Journey and automation delivery

- Work with teams across the organisation to build and deliver email journeys and automated workflows for a range of audiences, supporting effective CRM campaign delivery and driving stronger audience engagement.

Analysis and reporting

- Support the analysis and reporting of email performance, working with Insight, Supporter Data teams and audience owners to identify trends, evaluate effectiveness, and implement improvements.

Segmentation and data management

- Aid with the creation and management of audience segments and data models to support our audience strategy and ensure relevant and timely communications.

Testing and optimisation

- Collaborate with teams to design and deliver testing and optimisation tactics to drive email and journey performance, embedding a culture of testing and learning to drive continuous improvement.

Copywriting and content

Create highly engaging copy and content for email and CRM marketing activity and acting as internal consultant to teams developing email content, ensuring alignment to our brand and in line with email best practice and continual skilling up of content providers.

Person specifications

Core Knowledge

- Experience of delivering audience-focused and accessible email and CRM communications
- Understanding of CRM systems and marketing automation platforms. Some knowledge of Salesforce and Marketing Cloud would be an advantage
- Understanding of the laws and regulations around email marketing, including the Data Protection Act and UK GDPR

Essential Skills

- Detail oriented and highly organised
- Excellent prioritisation and time management, capable of managing multiple campaigns simultaneously
- Knowledge of email marketing metrics and experience analysing metrics and reporting
- Excellent written and verbal communication skills, particularly email copy best practice
- Stakeholder management and influencing skills

Key Experience

- Passionate about delivering excellent supporter experiences
- Highly collaborative and able to operate in a multi-stakeholder environment
- Demonstrates a commitment to the values of Trussell
- Demonstrates empathy for people from disadvantaged, marginalised or socially-excluded backgrounds

- Ability to think tactically, identify opportunities for improvement and act on them

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).
Registered Limited Company in England & Wales (5434524).