

Audience Mobilisation Officer (12 Month FTC)

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: Audience Mobilisation Manager

Responsible for: Campaigner Engagement Volunteer

Hours: Full-time (35 hours per week)

Salary: £42,360 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 Purpose

To support the engagement and activation of key audiences to take action in support of ending the need for food banks. Responsible for delivering mobilisation opportunities and actions to new and existing supporters and driving meaningful change through action.

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.

Key Responsibilities

Audience engagement and supporter activation

Work with the Senior Audience Mobilisation Manager and Audience Mobilisation Manager to develop and deliver campaigning actions that recruit and inspire new supporters, deepen engagement with existing audiences and build widespread public support for our vision, while collaborating with the Email Marketing Manager and Supporter Data Manager to deliver engaging, insights driven activity aligned to our audience strategy and supporting audience retention.

Platform Management

- Build and manage actions on our external campaigns platform provider, collaborating with the platform provider agency to deliver impactful and engaging digital mobilisation journeys, leading on the system as super user.

Cross team collaboration

- Engage with project teams, audience leads and channel owners to deliver journeys and the content needed within them, as well as actions that engage campaigners through time, money, voice aligning content, messaging and audience touchpoints.

Insight and evaluation

- Using internal and external data systems, collate and deliver monthly reports on audience engagement activity highlighting trends that provide insights to support the development of an impactful, insight led mobilisation strategy and campaigner audience stewardship.

Line management

- Provide direction and support to the campaign engagement volunteer through weekly email briefs and quarterly volunteer check-ins.

Person specification

Core Knowledge

- Proven experience of supporting the delivery of engagement campaigns.
- Experience of using a web-based action platform and analytics tools.
- An understanding of GDPR and data protection.
- Ability to project manage, develop timelines and drive forwards project delivery.

Essential Skills

- Strong communication skills, both verbal and written for internal and external audiences.
- Works collaboratively across teams
- Experience of working with platforms used to engage supporters e.g. CRM systems, action platforms
- Role models inclusive behaviours and values
- Time management and prioritisation skill
- Proficient copywriting

Key Experience

- Delivering projects with multiple stakeholders
- Creating reports for digital activity

Special Requirements

None

Key Stakeholders

Stakeholder/Group	Interaction	Frequency (Regularly/Ad-Hoc/Project specific)
Internal		
Line Manager	Provides updates, seeks guidance where required, and collaborates to ensure priorities and outcomes are achieved.	Regularly
Programme team members	Collaborates to deliver shared objectives and provide mutual support.	Regularly
Mission Enabling teams	Works jointly to ensure smooth operational delivery and alignment of processes.	Regularly
Other programme teams	Collaborates to deliver shared objectives, align approaches and achieve effective cross-functional working.	Project specific
External		
Agencies	Maintains constructive relationships to ensure efficient and effective services.	Regularly
Suppliers and service providers	Maintains constructive relationships to ensure efficient and effective services.	Regularly
Campaign Engagement Volunteer	Develops and shares weekly briefing to volunteer, provides feedback on their work and undertakes quarterly reviews as required.	Regularly

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

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