

## Trussell Trust Role Profile:

### Director of Public Engagement

**Directorate:** Public Engagement

**Responsible to:** Chief Executive Officer

**Responsible for:** Public Engagement team

**Salary:** circa. £70,000 per annum plus benefits

**Hours:** Full-time (37.5hrs/week)

**Contract:** Permanent

**Based:** London, Salisbury or from home



### Role outline

**Role Purpose:** The Director of Public Engagement is responsible for building public support for our vision to end the need for food banks in the UK and for bringing together people with lived experience of poverty, food banks, the general public, our funders and other strategic partners into a movement for change.

The Director of Public Engagement will champion the development and delivery of our 'Changing Minds' strategy to positively influence attitudes and behaviours amongst the general public and will lead the development and delivery of all public engagement functions.

The Director, with and through the team, will inspire food banks, people with lived experience of poverty, our target audiences externally, staff across our organisation, and partner organisations to journey with us to share that narrative and achieve the vision.

The Director will lead the Public Engagement team to achieve/surpass fundraising targets and marketing and communications goals, in support of the overarching organisational strategy.

The Director will work as a key member of the SLG to drive the achievement of our organisational strategy, to maintain and develop strategic partnerships, and to advocate for public engagement goals alongside senior colleagues.

**Key Accountabilities:**

- Lead and champion an evidence-based audience focused approach across the organisation
- Proactive and effective contribution to the Senior Leadership Group towards the achievement of our organisational strategy
- Ongoing development and delivery of our Changing Minds strategy and leadership of the Changing Minds Programme Board
- Effective leadership, management and direction of the Public Engagement team
- Effective development and delivery of all public engagement functions, including harnessing relationships with corporate partners, media partners, churches and other influencers to reach and engage members of the general public
- Ensuring that all necessary systems and processes are in place to support an effective Public Engagement function and that data is well captured and used in line with legislation
- Development and achievement of budgets and targets
- Achievement of net fundraising income and other marketing, communications and fundraising KPIs / OKRs
- Achievement of Changing Minds OKRs

**Person Specification - Key Points:**

- Experience of working in the nfp sector at a senior level
- Demonstrable empathy for/experience of the issue poverty/destitution/hunger
- A native of audience focus - ideally has worked in a senior capacity in an audience focused organisation but at the very least can demonstrate a natural capacity and ability to work in this way. Can articulate the key, practical disciplines of audience focus
- Technical knowledge of one of the following: public relations, marketing (including digital marketing), brand management, strategic communications or strategic audience insight and management
- Strategic and big picture thinker - a track record of developing and implementing step change strategies
- Comfortable working in a fast-paced and high-performing organisation, combining problem-solving with collaborative interpersonal skills
- Significant track record of leadership - in relation to teams and in relation to programmes of change (Changing Minds)

- Significant and excellent track record in the disciplines of public engagement
- Demonstrable track record of developing, setting and managing budgets and goals and of achieving stretch targets
- Understands the systems and processes required to support effective public engagement and can articulate how these would be maintained/developed
- Confidence in strategic planning, leadership and people management, budget management and decision making.

*The Trussell Trust is a charity founded on Christian principles which works to combat hunger and poverty in the UK. We all subscribe to the same values and hope that new team members will too, irrespective of belief or background.*