

Trussell Trust Role Profile: Head of Audience Insight + Engagement



Directorate:	Public Engagement
Responsible to:	Director of Public Engagement
Responsible for:	Donor Engagement Manager, Donor Engagement Co-Ordinator, Church Engagement Manager, Volunteer Engagement Manager, Volunteer Engagement Co-Ordinator, Senior Manager Audience Mobilisation, Campaigns Engagement Co-Ordinator, Events Engagement Manager, Events Engagement Assistant
Salary:	c. £48,000
Hours	Full-time (37.5 hours per week)
Based:	Flexible, within the UK

Role outline

To define our target audiences and ensure that we hold and use the necessary insight to shape our thinking, planning and activity (encouraging and supporting this approach across our organisation). The Head plans and instigates mutually engaged relationships with our target audiences, converting awareness, understanding and consideration to action. The Head develops and executes a plan to reach our audiences, through a wide range of channels, offering the opportunity to play an active part in our work, through a mix of activities and 'calls to action' including volunteering, donating, campaigning fundraising and/or taking part in an event (subject to the interests and motivations of the audience). The Head leads a team to achieve/surpass fundraising targets as well as other engagement KPIs and metrics. Leading a team of engagement experts, the Head has a key role in conveying our brand values and Changing Minds narrative to our audiences, building public will to take action to end the need for food banks in the UK.

Key Responsibilities:

- Define and develop our target audience and ensure that insight and understanding is gathered and used on an ongoing basis (working with Audience Insight Manager)
- Develop and implement an effective plan to engage our target audience at scale, at a good ROI and to achieve engagement and fundraising targets
- Provide leadership, direction, support and line management to the Audience Insight & Engagement team. This will include regular 1:1s and annual reviews to ensure objectives and targets are met
- Develop, on an ongoing basis, a range of activities and 'calls to action' based on audience insight, to cost effectively engage our audiences e.g. events, campaigning, volunteering, donating, fundraising
- Develop and implement an effective welcome (onboarding programme)
- Work with colleagues across the PE Directorate to develop and deliver an excellent supporter experience across all touch points
- Work with Head of Supporter Retention & Development to devise effective supporter journeys to maximise LTV of all segments
- Work with Head of Strategic Communications to help develop and then consistently use, across all activity, our Changing Minds narrative and framing
- Work with Head of Marketing and colleagues across PE to build the Trussell Trust Brand and to ensure its consistent application across all engagement activity
- Work with colleagues to develop and deliver an audience focused, integrated communications plan (Lead by Head of Strategic Communications)
- Achieve/surpass fundraising budgets and KPIs
- Establish supporter journey metrics and KPIs and lead team to achieve/surpass
- Ensure effective data capture and sharing protocols across all activity
- Develop a culture of innovation, resourcefulness and best practice to make the best use of time and skills in the team.
- Promote collaborative working across the team and with other teams across the Trussell Trust
- Any other reasonable duties as specified by your line manager or members of the executive team to support the work of the Trust.

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.

Person Specification

Requirement	Measures of success (Key Performance Indicators)
A champion of audience focus with significant experience of developing and delivering audience focused strategies and programmes	Can demonstrate evidence success in this area Can demonstrate a strong understanding of the processes and approaches necessary to achieve audience focus
Outstanding communicator	Demonstrates outstanding written and verbal communication skills. Understands how to tailor communication for different audiences and circumstances.
Strategic thinker	Track record of creation and delivery of engagement strategies. Understanding of the tactical and practical elements that must come together for such a strategy to achieve its objectives.
Ability to lead and influence	Track record of leading change and/or influencing other to work differently or to engage in new ways of working
Direct response marketing expertise	Extensive experience of developing and implementing successful, step change programmes of direct response marketing
Outstanding track record in use of digital and social media to engage audiences	Can demonstrate extensive experience and success in this area, both at strategic and implementation level
Excellent planning skills	Strong experience of devising plans to achieve growth and to achieve agreed results. Can demonstrate a track record of successfully involving others in this process
Outstanding track record of supporter/customer engagement and development planning and implementation	Demonstrates a very strong understanding of the processes involved in supporter engagement and has a track record of implementing these successfully
Fundraising communications expertise	Has significant experience leading and working with fundraising teams to achieve targets
Demonstrable supporter orientation and experience of developing and delivering an excellent supporter experience	Articulates the importance and value of supporter experience and can describe the process of development and implementation. Ideally has experience of doing this,
Management experience	An experienced manager, with strong track record of managing teams to perform well and also of managing external agencies and suppliers effectively
Knowledge and experience of how to capture, use and share data to manage relationships and maximise value. Understands the principle of 'one supporter view' and how to achieve it	Outstanding experience of using and managing data and supporter insight to plan and to achieve results.
Knowledge and experience of using CRM systems to manage relationships and maximise value	Has extensive experience of using a CRM system to achieve end goals. Ideally has some experience of working with technical colleagues to develop CRM capacity.
Excellent Budgeting skills	Track record of sound budgeting and of working within budget/budget management

<p>A strong sense of responsibility and meticulous about timely compliance with regulations and requirements.</p>	<p>Demonstrates a good understanding of the principles underlying the fundraising code of practice, Charity Commission regulations, GDPR, other applicable legislation and best practice.</p> <p>Is able to identify situations where any risk of not complying with/adhering to those may arise.</p>
<p>Work through challenges in positive and effective ways</p> <p>Clear understanding of the need to maintain confidentiality</p> <p>Passionate about the work of the Trussell Trust and is sympathetic to its values and ethos</p>	<p>Demonstrates resilience, resourcefulness, flexibility and perseverance</p> <p>Demonstrates personal integrity and commitment to the values of the Trust</p> <p>Demonstrates empathy for people from disadvantaged, marginalised or socially-excluded backgrounds</p> <p>Able to represent the Trust and its values effectively</p>
<p>Commitment to occasional need to work outside of normal working hours and to travel throughout the UK.</p>	<p>Willing to be available for work related travel.</p>