



Communications Officer

Application information pack





WELCOME FROM JULIE COATES FOODBANK MANAGER

The work of Hailsham Foodbank is inspiring but we do face significant challenges ahead. Between April '22 and March '23 we gave out 6800 emergency food parcels. This was a 63% increase on the previous year.

We want to see an end of reliance on foodbanks and see a benefit system that provides a genuine safety net for people and where work is paid a fair wage, allowing individuals and families to thrive and prosper rather than just stave off crisis.

Working with Hailsham Foodbank means making a difference in people's lives. For us to continue this work we rely on a team of dedicated and committed paid staff and volunteers.

Our work encompasses food collection and distribution, working with local agencies to ensure people get the support and help that they need.

Come and join us and together we can make a difference.

Julie Coates
Foodbank Manager

1. INTRODUCTION TO TRUSSELL TRUST

We are very proud to be part of the Trussell Trust Network of Foodbanks.

The Trussell Trust's mission is to bring communities together to end hunger and poverty in the UK by providing compassionate, practical help whilst challenging injustice.

The Trussell Trust has a network of over 1,300 foodbank centres run by local community groups, churches and charities. Between April 2022 - March 2023 foodbanks in the network provided almost 3 million food supplies to people in crisis, ranging from the loss of a job, breakdown of a relationship and the gap between applying and receiving benefits, along with people on low incomes who find themselves with an unexpected bill.

The Trussell Trust is a charity that has offices in Salisbury, London and Coventry that coordinate the only national network of foodbanks in the country.

There is a team of regional managers supporting foodbanks locally and expertise from regional offices in a wide range of disciplines.

2. HOW WE WORK

Our office, distribution centre and warehouse space are all located in central Hailsham. We have over 50 volunteers across our warehouse, distribution centre and admin support.

Our area covers up to Heathfield and down to Pevensey/Westham and we have the support of local churches who assist with food collections and deliveries.

We are part of the Financial Inclusion programme and offer debt advice through Community Money Advice and benefits advice through Citizens Advice (both based at and funded by the foodbank). We are also part of the OLM (Organising & Local Mobilisation) programme and have a Local Organiser based at the foodbank who covers Wealden. Hailsham Volunteer Hub is run from the foodbank where we link with other organisations across the town to help them find volunteers.

3. BACKGROUND, VISION AND VALUES

BACKGROUND

Hailsham foodbank has been operating since September 2012, established by the Crosslink Trust (Churches Together in Hailsham) in partnership with the Trussell Trust. We are now a charity in our own right with a board of trustees.

VISION

The vision of the foodbank is to work towards stopping hunger in the local community.

Our focus is working within the local community, enabling businesses, statutory and voluntary organisations together with the general public to connect and work with those who are in short term crisis.

We aspire to offer a friendly and safe place, where those who receive an emergency food parcel - 3 day provision - can talk over their problems with caring volunteers, be signposted to other sources of help and supported as much as possible.

VALUES

- Being non judgemental
- Being approachable
- Having the time for people, to listen, to assist
- Respecting people

4. THE ROLE

Responsible to: Foodbank Manager

Responsible for: Supporting the development and delivery of social media and communications.

Part-time: 1 day a week (7 hours)

Temporary / permanent: Permanent

Overall responsibility of the job: To provide administrative support to the foodbank team, with specific responsibility for social media and communications. Through social media platforms to gain support for our activity as a foodbank and raise awareness in our local community of the drivers pushing people into poverty, in order to inspire local people to take action.

Specific responsibilities:

Reporting to Foodbank Manager

- Support development and delivery of social media and communications.

Trussell Trust compliance

- Ensure that all processes and procedures are followed as per The Trussell Trust Foodbank Operating Manual.

Publicity/Communications

- Maintain the Hailsham Foodbank website and social media accounts.
- Production of seasonal newsletters providing detailed information of events that the foodbank has undertaken and are due to undertake during that season, under the direction of the Foodbank Manager.
- Maintenance of mail-chimp (or similar platform), ensuring compliance with GDPR.
- Producing posts/publicity for annual National Volunteer Week and invitations for an annual foodbank social.
- Create accessible, succinct articles to keep volunteers and supporters up to date with activities and developments.
- Alongside Foodbank Manager: maintain good working relationships with churches, stakeholders and supporters.
- Alongside Foodbank Manager: actively encourage regular donations through promotional projects.

Social Media

- Create regular, innovative, engaging and relevant social media posts that reflect our campaigns, key activities, events and requests for support.
- Check analytics to monitor engagement and shape future posts.
- Follow, reshare and like posts from our key audiences, ensuring our accounts remain active.

General Admin

- Any other duties as deemed appropriate by the Foodbank Manager

5. THE PERSON

REQUIREMENT

- Great interpersonal skills, a motivator and self-starter.
- Experience of taking the weight of responsibility not just undertaking a task.
- Experience of working independently and unsupervised.
- Able to observe relevant regulations including manual handling and health and safety.
- A team player able to work with and communicate clearly with staff and volunteer team.
- Passionate about challenging disadvantage and poverty.
- Committed to working with honesty and integrity.
- Ability to design and create visual content.
- Experience of social media/marketing for charity/organisation.

6. BENEFITS OF WORKING WITH US

People are the most important asset that Hailsham foodbank has – without our people we could not achieve any of our goals.

Salary

£22,170 pro rata per annum (Actual salary £4,550)

Personal development program

Continuous personal development is actively encouraged and training opportunities explored.

Holiday entitlement

5.6 weeks per year (including bank holidays) -pro rata- plus time between Christmas and New Year.

7. HOW TO APPLY

If you feel that you have the required passion, energy and enthusiasm to help bring an end to poverty and hunger, then you're on your way to becoming part of something that makes a real difference to people's lives.

To apply for this role please send a current CV and covering letter to info@hailsham.foodbank.org.uk

Your CV and letter must:

- Give your current employer & your current role.
- Give length of service in your current position.
- Give a brief description of the responsibilities associated with your current role (no more than 150 words).
- Explain your interest in this position and give details of relevant experience to show us how you fit the personal criteria (no more than 300 words).
- Supply name and contact details of 2 referees.

Please look at :

- our website : www.hailsham.foodbank.org.uk
- our Facebook page : @Hailshamfoodbank
- our Twitter feed : @Hailshmfoodbank
- our Instagram account : @hailshamfoodbank

If you would like a no obligation look around our Foodbank please call 01323 398358 and arrange an appointment with Julie, our Foodbank Manager.

Closing date: 3pm Friday 15 March

All applicants shortlisted for interview will be notified by 3pm Monday 18 March

Interview dates will be mornings of Thursday 21 or 28 March