**Directorate:**  *Strategic Communications*

**Responsible to:**  *Director of Strategic Communications*

**Salary:** *£68,988*

**People Responsibility:**  *Audience Insight Manager, Supporter Data & Insight Manager, Audience Journeys Planning Manager (total team size: 5)*

**Budget responsibility:**   *c. £200k pa*

**Location & Travel required:** *Home based with some travel to Salisbury or London offices or to food banks including attendance to staff conferences, 121’s and team away days*

**Role outline and purpose**

The Head of Audience Insight & Journeys is responsible for the development, refinement, implementation and iteration of the Trussell Trust’s audience strategy. This role manages a team of experts to identify and prioritise audiences, develop actionable insight, recommend strategies for effective audience engagement and monitor the development of our audiences. The Head of Audience Insight & Journeys is a champion for a rigorous, analytical approach, and works with colleagues across the organisation to embed an approach to ‘change minds’ and build support for our organisational vision.

**Role responsibilities**

* **Strategy development**

Develop, implement and evolve an audience strategy to segment and prioritise audiences based on insight, identifying attitudes and actions we are working to change.

* **Audience Insight and Analysis**

Oversee the development of insight related to all organisational audiences, in order to understand each audience’s preferences, attitudes, behaviours and needs, drawing on existing internal and external data, and commissioning additional research where needed.

* **Strategic prioritisation**

Work with senior stakeholders across the organisations to agree a small number of priority target audiences, to deliver high quality, actionable insights related to these audiences, and to work with audience managers to set priorities - aligning these to our overall organisational goals.

* **Audience journey mapping**

Establish a consistent and effective method of planning, designing and evaluating audience journeys, championing a collaborative approach with audience managers and ensuring that journeys are built on the latest insights.

* **Data and evidence**

Drive an analytical team culture to provide rigorous and confidence-building insight, and to monitor the performance of audience journeys, tracking key metrics for targeting, audience perceptions, donor engagement and behaviour change.

* **Team Leadership**

Provide leadership, direction, support and line management. This will include regular 1:1s and annual reviews to ensure objectives and key results are met.

**Person Specification**

***Technical skills and minimum knowledge:***

* Strong analytical skills and the ability to interpret complex data to drive practical insights
* Extensive knowledge and understanding of research best practice, including research design, sampling, qualitative and quantitative data collection and analysis, segmentation methods, insight generation and research
* Proven ability to provide focused, accessible summaries of complex information
* Ability to think strategically and identify and prioritise insight needs across a wide range of organisational functions and target audiences,
* Track-record of developing, implementing and measuring audience and insight led marketing strategy and plans – ideally through effective use of a CRM platform.
* Proven experience in using data analytics tools and platforms to analyse and present qualitative and/or quantitative data

***Behaviours and competencies:***

* Focused and able to prioritise rigorously
* Able to deliver high quality insight in a demanding and fast-moving environment.
* Delivery-oriented, with an ability to identify high-impact practical outputs for knowledge products.
* Organised, analytical, able to assimilate and apply insight for decision making.
* Confident in communicating and, able to seek and balance a range of views and stakeholders, influencing where required
* An eye for continual improvement, detail and opportunity, whilst also able to simplify complex information and find pragmatic solutions when needed
* Demonstrate a commitment to the values of the Trussell Trust
* Demonstrates empathy for people from disadvantaged, marginalised or socially- excluded backgrounds
* Role models inclusive behaviours, values and leadership

**Key Stakeholders**

* Senior leaders across the organisations
* Chief Strategy Officer
* Strategic Communications
* Public Engagement

**Our Values**

The Trussell Trust is a charity that works to end the need for food banks. It is founded on and shaped by Christian principles.

Our values of dignity, justice, compassion and community, are central to all that we do and therefore supports our aim to be an organisation where the diversity of all employees is valued. We welcome people of all faiths and none and those that are committed to these values.

We recognise that we have under-represented groups within our workforce. As part of our commitment to diversity and equality of opportunity we are actively encouraging applications from under-represented groups such as returning parents or carers who are re-entering work after a career break, people who are LGBTQIA+, from racially minoritised communities such as Black, Asian and Minority Ethnic backgrounds, with a disability, impairment, learning difference or long-term condition, with caring responsibilities, from different nations and regions and those with a lived experience of poverty as well as any other under-represented group in our workforce. We are committed to ensuring the safety and protection of our employees from all forms of harm.