



Community Participation & Campaigns Lead

Responsible to: Foodbank Manager

Hours: 30

Salary: £24,375 pro rata

Location of job: Home based with travel within North Aberdeenshire

Temporary/ permanent: 2 year fixed term funded post.

BACKGROUND

Aberdeenshire North Foodbank is a crisis intervention service with a vision to end hunger and poverty in our local communities. In the last year we have fed over 8000 people and received just over 87 tonnes of donated food. The service operates across the north of Aberdeenshire in Banff and Buchan, Buchan, Garioch, Formartine and Upper Marr.

The foodbank involves around 80 volunteers and has distribution centres in Inverurie, Ellon, Huntly, Peterhead and Fraserburgh. The food bank enjoys widespread community support from churches and school, as well as from the local authority, statutory agencies and frontline support agencies. Since opening there's been a growing and sustained use of the Foodbank service with geographical expansion into new areas.

We are also involved in a range of 'more than emergency food' projects including an active role in the Fair Food Aberdeenshire Partnership and development work which includes a community market garden and a food hub project in the Huntly and surrounding areas.

The foodbank is an independent Scottish Charitable Incorporated Organisation operating as part of the Trussell trust food bank. The Trussell trust is a charity founded on Christian principles. We follow the Trust's operating model working with compassion, honesty integrity openness kindness and care for all people regardless of religious belief or non-belief.

We are working closely with the Trussell Trust on a Pathfinder programme, which allows us to develop and deliver on strategic objectives that align with the Trussell Trust's strategy for ending the needs for emergency food and poverty. This work includes further developing our Financial Inclusion Services, embedding Participation into our organisation and raising awareness and making calls to action in our local communities about understanding and challenging the root causes of poverty.

ROLE OUTLINE AND PURPOSE

This is a new role for our Foodbank and we are seeking a creative and self-motivated individual to support us in our 'Changing Minds' and 'Participation' agenda. In order to deliver support and services that really make a difference and also influence thinking and policy around poverty, we can only do this if we listen to those of us in our communities who have direct lived experience of poverty and inequalities. We also need to engage with the wider community about drivers of poverty and how they can be involved in influencing change.

This role will focus on engaging and collaborating with individuals, families and groups who have recent, direct lived experience of poverty in order to influence and shape practices and processes within our own foodbank, any projects we are involved in, as well as ensuring greater or more effective actions to influence attitudes are undertaken by people with lived experience of poverty.

You will also be responsible for building and leading a volunteer team to develop and deliver local influencing strategies in our foodbank, organising in our communities to campaign for change. You will take the lead in setting up a new social media management tool and develop a media/ social media strategy focussed on 'Changing Minds' content. You will be the link between your food bank and the Organising and Local Mobilisation team at Trussell Trust, as we build a movement to end the need for food banks.

RESPONSIBILITIES OF THE ROLE:

- **To lead in developing opportunities, through consultation and collaboration work, with people with lived experience of poverty in order to:**
 - shape and inform our own core work in term of our policies and procedures, quality assurance work, recruitment and support of volunteers,
 - work with the managers to look at progression pathways for volunteers and staff who have direct lived experience of poverty
 - collaborate on project work alongside our development team.
- **To explore and understand the experiences that are bringing people to need the food bank's support,** working with users, food bank staff and volunteers, through listening activities and/or research.
- **To develop and manage a team of volunteers,** building and distributing leadership across the team, within the food bank, to work on local influencing to reduce poverty and the need for food banks.
- **To map out and build relationships with the food bank's partners,** referral agencies and local anti-poverty organisations, and to engage them in identifying the local drivers of poverty.
- **To identify a local issue driving poverty, build a campaign team and develop a strategy to build power and win change,** working with food bank staff and volunteers.
- **To deliver the local influencing campaign** working with food bank users, staff and volunteers.

- **To work with the Trussell Trust's Local Organising & Participation teams and engage with the training and support on offer**, including work with other local organisers in the Trussell Trust network

PERSON SPECIFICATION

Technical skills and minimum knowledge:

- Experience in community development, particularly in building trust with seldom heard and underrepresented communities
- Have a good understanding of the local community landscape and relevant partners.
- Experience of campaigning or organising to achieve a change.
- Experience managing and working with volunteers.
- Good project management skills, able to balance a range of priorities.
- Experience of social media channels, planning and producing content, building an engaged following, proactively working with mailing lists and gathering performance data

Behaviours and competencies:

- Confident in communicating and, able to seek and balance a range of views and stakeholders, influencing where required.
- Demonstrate a commitment to the values of Aberdeenshire North Foodbank/ The Trussell Trust.
- Car driver and access to a car (Full UK driving license and access to a vehicle fully insured with use for business)