

Campaigns Manager, Policy and External Affairs, Jul 21 – Job Pack

Job title:	Campaigns Manager
Department:	Policy and External Affairs
Reporting to:	Head of Policy and Campaigns
Salary:	£45,685 per year
Hours:	35 per week
Location:	Based at 66 Commercial Street, London, E1 6LT
Contract type:	13 months' maternity cover

Aim and influence

- Lead on the strategic planning and delivery of outcome focused campaigning activity for Crisis
- Significantly increase the scale, range and reach of Crisis' campaigning activity at a local and national level
- Work with the Policy and Communication Managers in Scotland and Wales to establish respective high-profile public campaigns.

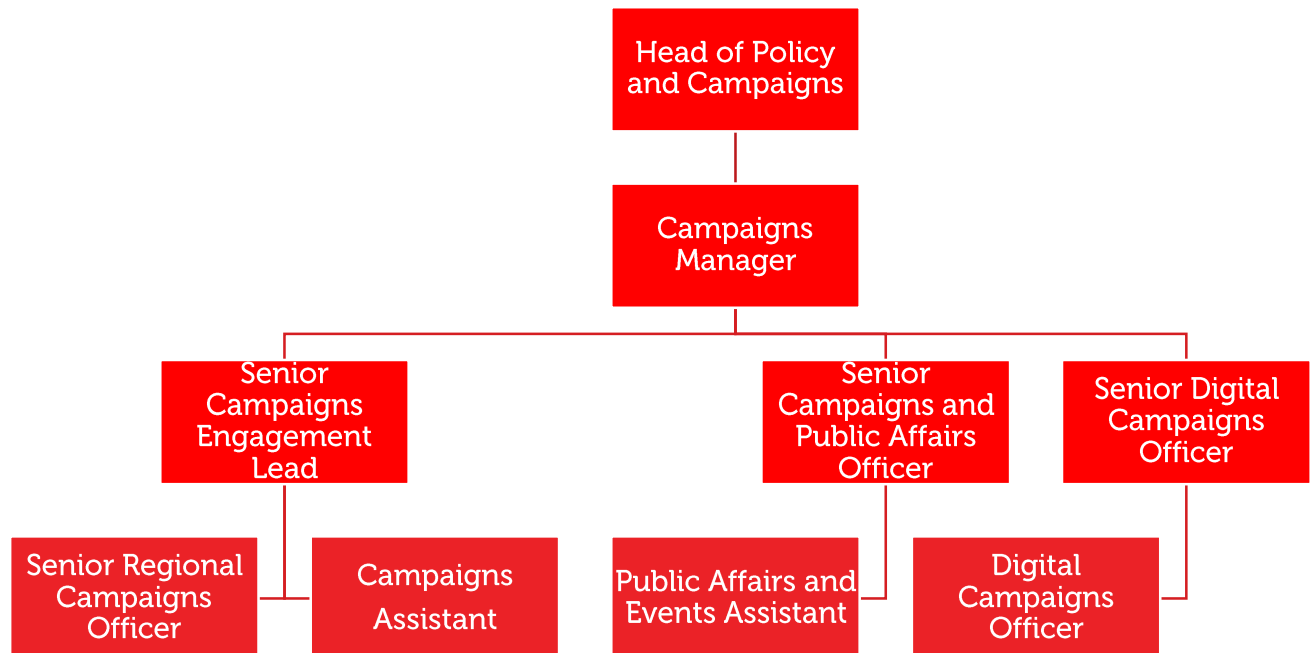
Financial and supervisory responsibility

- Delegated responsibility for campaigning budget (approx. £50,000)
- Line management of three Senior Campaigns Officers plus interns or volunteers as appropriate

Other key details

- Some evening and weekend work (including over the Christmas holiday period and spending occasional overnight stays) will be required and time off in lieu will be given in accordance with Crisis TOIL policy

Organisational chart



Please note structure is subject to change

Job responsibilities

- Responsible for the design and successful delivery of a coherent programme of impactful campaigning activity, significantly increasing the scale, range and reach of Crisis' influencing work.
- Deliver impactful political influencing activity, building relationships amongst parliamentarians and key decision makers at a local and national level, and identifying and delivering political strategies and tactics to achieve campaigns success
- Manage the Campaigns Team to deliver outcome focused campaigns that have coherent strategies designed to achieve maximum impact, clearly defined progress milestones and related influencing tactics, and detailed, up to date operational plans.
- To support the Head of Policy and Campaigns to identify new campaigning priorities and collaborate strategically with managers from the Policy and Public Affairs, Research and Communication teams to deliver successful, integrated influencing projects.
- Ensure the most effective messaging, based on organisational framing analysis and research, is used to engage all relevant audiences; including political stakeholders, coalition support, different media outlets and public supporters.

Campaigns Manager, Policy and External Affairs, Jul 21 – Job Pack

- Ensure campaigns are delivered on time and to plan, using a project management approach to coordinate interdependent work streams.
- Grow and manage Crisis campaigns network and oversee the campaigner database, contributing to thinking behind Crisis's supporter journeys.
- Manage all online campaigning activity including the relevant sections of the website, social media and regular e-campaigner communications and actions.
- Ensure people with lived experience are at the heart of Crisis' campaigning priorities and strategies, working with Crisis Skylight centres and other organisations to develop campaigns and deliver campaigning activity. .
- Explore opportunities for cross working between Crisis campaigns and other departments, including corporate supporters, volunteering, celebrity engagement, volunteering and marketing & branding.
- Build external relationships and develop strategic partnerships to increase Crisis' collaborative approach to campaigning and build a network of coalition supporters from different policy sectors, businesses, and public leaders, ensuring they are supported to take action on homelessness
- Work with the Communications Team to develop campaign specific proactive communication strategies for national and specialist media coverage, comment pieces, letters to editors etc. and act as a key press spokesperson, where appropriate.
- Working with the Evaluation Team, design and implement a monitoring and evaluation programme for all campaigns activity.
- Account for effective use of the campaigns budget (approx £50,000).

General responsibilities

- Actively encourage and support member involvement within Crisis.
- Develop and maintain an understanding of Crisis and the needs and circumstances of people experiencing homelessness.
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work Act.
- Carry out any other duties that may reasonably be required in the light of the main purpose of the job.

Person Specification

Essential

1. Significant experience of devising and implementing successful outcome focused campaign strategies and related operational plans for a national charity or a high profile organisation.

Campaigns Manager, Policy and External Affairs, Jul 21 – Job Pack

2. Demonstrable success in delivering public and parliamentary focused campaigns to achieve policy or legislative change, with a strong understanding of the political environment for influencing decisions makers.
3. Ability to help produce proactive and reactive communication strategies and related material for reaching different audiences and generates high profile campaign's coverage
4. Track record of increasing the volume and quality of campaign supporters through creative tactics, dynamic activities and inspiring campaign events.
5. Significant experience of developing impactful online campaigning techniques and methods of involving beneficiaries at a national and local level.
6. Through working closely with other managers, able to identify policy and research outputs that will drive forward campaign objectives, ensuring campaigns remain coherent, focused and credible.
7. A strong and confident networker, able to build strategic alliances and unique partnerships with stakeholders from different policy areas across a range of sectors.
8. Experienced management skills, including staff development and performance management, with a strong track record of inspiring, directing and motivating teams to achieve change.
9. Confident media and public spokesperson with the ability to proactively disseminate and promote campaign messages across a range of platforms.
10. Excellent project management skills with the ability to work under pressure to manage multiple projects and their different interdependencies, whilst ensuring campaigns remain focused, delivered on time and keep to budget.
11. Demonstrate the ability to take a pragmatic, solutions focused approach to working with key stakeholders from all political persuasions in order to achieve change.
12. Commitment to Crisis's purpose and values including equality and social inclusion
13. Respectful of different political persuasions and able to promote an inclusive culture, ensuring that all influencing activity is conveyed with political neutrality.

Desirable

14. An understanding of influencing on homelessness related policy or working in a similar social policy area
15. Willingness to work outside office hours, including over the Christmas holiday period and have occasional overnight stays

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the HR Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the 'Assessment Form' section.

Please note! If you don't provide full responses in the 'Assessment Form' section, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

Campaigns Manager, Policy and External Affairs, Jul 21 – Job Pack

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and

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so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the HR Team jobs@crisis.org.uk for support.