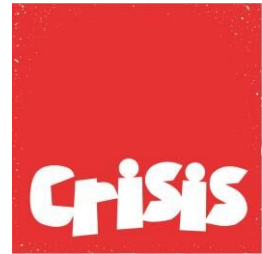


# Job Description



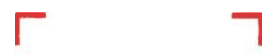
<b>Job title:</b>	Senior Campaigns Engagement Lead
<b>Department:</b>	Policy and External Affairs
<b>Reporting to:</b>	Campaigns Manager
<b>Salary:</b>	£42,840 per annum
<b>Hours:</b>	35 per week
<b>Location:</b>	Based in London with homeworking
<b>Contract type:</b>	Permanent

## Aim and influence

- Design and delivery of internal and public facing mass supporter engagement strategies which embed integrated campaigning activity across the organisation, improving supporter journeys and working closely with our fundraising, marketing and volunteering teams to benefit our overall political influencing agenda
- Working with the Policy and Campaigns team and the Best Practice team to shape and support influencing strategies and plans, with a particular focus on scaling up supporter engagement through campaigns activity in support of our overall objectives
- Forming sector partnerships and campaign coalitions in support of our policy work and political engagement agenda
- Developing and supporting Lived Experience and Member Involvement in our public affairs and campaigns work

## Other key details

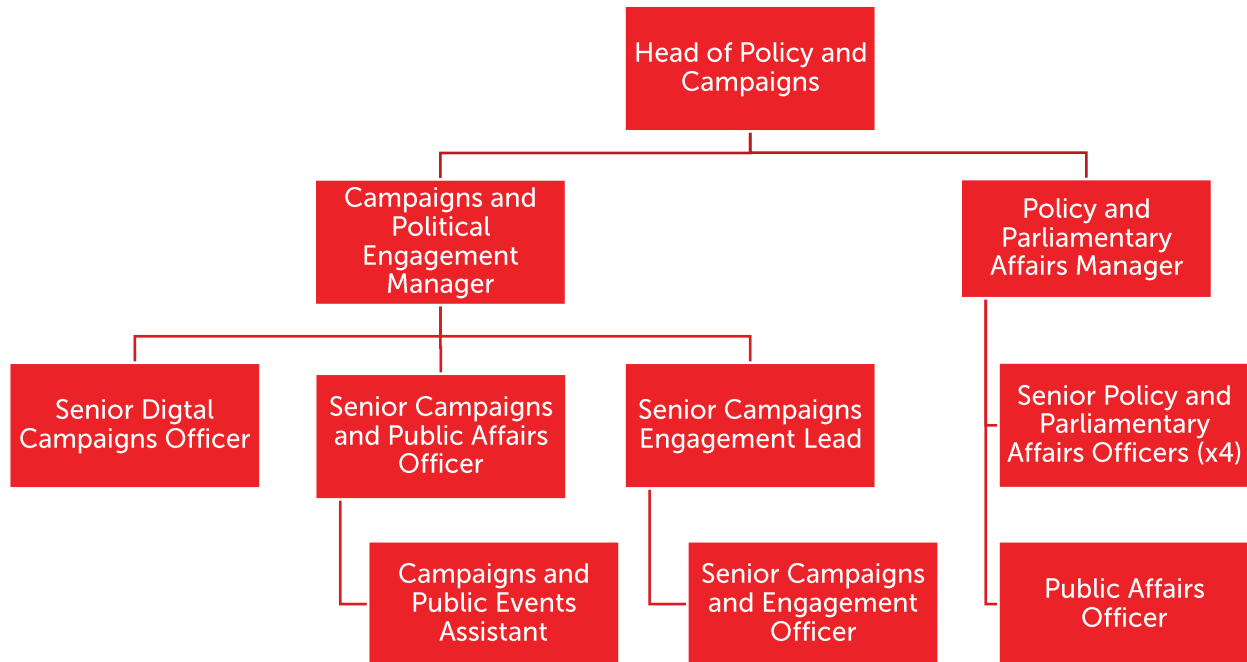
- Some evening and weekend work (including over the Christmas holiday period and spending occasional overnight stays) will be required and time off in lieu will be given



**Together  
we will end  
homelessness**

## Senior Campaigns Engagement Lead, London, Nov 2021 – Job Pack

### Organisational chart



*Please note structure is subject to change*

### Job responsibilities

- Design and delivery of internal and public facing engagement strategies which embed integrated campaigning activity across the organisation, improving supporter journeys and working with fundraising, member involvement and volunteering teams to increase mass engagement of our campaigns.
- Working closely with fundraising and marketing to oversee and deliver on campaign plans, messaging and content for improved warm supporter engagement and reaching cold audiences, including those with lived experience or relevant activist interests.
- Developing and supporting Lived Experience and Member Involvement in public affairs and campaigns
- Building networks and coalitions of support for our campaigns
- Recruitment and line management of the Campaigns Engagement Assistant (role focused on lived experience engagement).
- Developing and maintaining excellent relationships with political stakeholders and the local homelessness sector
- Representing Crisis at a range of levels, including co-ordinating and participating in briefings with local authorities, local mayors, local MPs, civil servants, other relevant policy makers and representing the organisation externally.

## Senior Campaigns Engagement Lead, London, Nov 2021 – Job Pack

- Supporting the development and upkeep of stakeholder management, with a particular focus on ensuring that stakeholder engagement tracking at the local level supports national campaigning objectives and improved supporter experience
- Working with Crisis Scotland and Crisis Wales teams to support development of locally appropriate campaigns offers

### General responsibilities

- To develop and maintain an understanding of the charity's work and the needs and circumstances of people experiencing homelessness.
- To 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.
- To carry out any other duties that may reasonably be required in the light of the main purpose of the job.

### Person Specification

#### Essential

1. Experience in developing and delivering campaign and public engagement strategies to support political influencing at local and national levels
2. Strong knowledge of political processes, structures and decision-making
3. Experience of working in a high-pressured environment to influence decision-makers to adopt solutions focused policy recommendations
4. Experience of developing, implementing and improving supporter journeys and engagement offers
5. Experience of working with lived experience and mobilising people directly affected by an issue to support political influencing
6. Ability to work cross-organisationally with people from different teams to achieve objectives
7. Strong communication skills including the ability to write influencing materials clearly (e.g. briefings, blogs, campaign content) and the ability to present material to diverse audiences
8. Ability to represent Crisis in external meetings and on public platforms
9. Knowledge and experience of social policy and working on the issue of housing, homelessness or a related social policy area
10. Willingness to work outside office hours, including over the Christmas holiday period and have occasional overnight stays

## Senior Campaigns Engagement Lead, London, Nov 2021 – Job Pack

### Desirable

11. Experience of line management, and supporting and developing an individual in their role
12. First-hand experience of homelessness for this role would be an advantage

*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 is 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 Recruitment Team [jobs@crisis.org.uk](mailto: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.

## Senior Campaigns Engagement Lead, London, Nov 2021 – Job Pack

### 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.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

**Please note!** If you don't provide full responses against the person specification points, 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.

### 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 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 Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) for support.

