

## Job description

### Campaign Manager

London – Family Action Head Office, Angel

Hours: 30 hours per week (4 days per week), fixed term contract for 16 months

Grade: 4 Point 29 – 33

Service: Directorate of Development and External Affairs

Reports to: Acting Director of Development and External Affairs

#### Principal Accountabilities:

This role will be responsible for driving the Family Action 150<sup>th</sup> year campaign forward; through the final stages of campaign planning and the full campaign period in 2019 with particular focus on:

1. Securing, managing and maximising partnerships with a range of organisations to engage their audiences and members in the campaign
2. Recruiting and managing the involvement of high profile ambassadors to raise public awareness and involvement
3. Identifying, responding to and delivering new opportunities and partnerships to deliver the objectives of the campaign throughout the period
4. Managing the production of campaign materials as needed
5. Monitoring the campaign budget
6. Liaison with corporate partners around campaign activity, supporting the fundraising team
7. Supporting the media, social media and events teams with case studies, materials and the organisation of campaign activity, as required.
8. As a central coordinator for the wider internal and agency team, ensuring the campaign remains consistent, coherent and impactful across all strands of work and against all four pillars.

The post holder will also be required to:

9. Evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
  - Being people focused
  - Reflecting a 'can do' approach
  - Striving for excellence in everything we do
  - Having mutual respect for everyone we work with, work for and support through our services

10. Ensure you have an understanding (appropriate to your role) of, and comply with Family Action's procedures for promoting and safeguarding the welfare of children and vulnerable adults.
11. Comply with Family Action's Diversity & Equality Policy and our Ethical Policy in every aspect of your work and positively promote the principles of these policies amongst colleagues, service users and other members of the community.
12. Comply with Family Action's Health and Safety Policy, Data Protection Policy and to protect your own and others' health, safety and welfare.
13. Work flexibly as may be required by the needs of the service and carry out any other reasonable duties as required.

#### Person Specification

#### Campaign Manager

London – Family Action Head Office, Angel

1. Educated to degree level or equivalent professional experience
2. Significant experience of developing excellent relationships with a range of external stakeholders/customers/supporters/ambassadors in order to meet campaign objectives
3. Experience of executing an awareness and fundraising campaign designed to engage and influence
4. A good understanding of social media and digital communications
5. Excellent copywriting skills for content creation
6. A professional, organised approach and strong interpersonal and teamworking skills
7. A proven ability to deliver work under pressure to tight deadlines
8. A self-starter able to plan and manage their work independently
9. Highly IT literate
10. Ability to work with vulnerable groups and individuals for media and case study work being sensitive to their needs
11. Commitment to the ambition of the campaign
12. Able to evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
  - a. Being people focused
  - b. Reflecting a 'can do' approach
  - c. Striving for excellence in everything we do
  - d. Having mutual respect for everyone we work with, work for and support through our services