

38 DEGREES
people. power. change.



Campaigns
Director





What we do

38 Degrees is one of the UK's biggest campaigning communities, involving over 2 million people who campaign to make the UK a better place. We're united by a set of shared values; to defend fairness, protect rights, promote peace, preserve the planet and deepen democracy.

In the space of a week, millions of members could be campaigning on anything from more investment in our NHS, stopping cuts to Universal Credit, to saving local libraries and pushing for laws that welcome more refugees.

38 Degrees is fiercely independent. We don't take donations from political parties, or big donors. We're run on hundreds of thousands of small donations from the public. This independence means we never have to hold ourselves back from taking on those with power and can truly listen to our members.

38 Degrees has two offices: one in London and one in Edinburgh, and lots of the team choose to work remotely fairly regularly. The 38 Degrees culture is honest, kind, supportive, courageous, and respectful. We move fast, and frequently change plans to respond to events. We work hard but we also have fun.

We're currently a team of 45 (October 2019) staff and have a turnover of approx. £5.7 million (Y/E 30 Sept 2018).

Further information is available at <https://home.38degrees.org.uk/>

The Role

We're looking for an amazing Campaigns Director to join the leadership of our team. You will work with the CEO and as part of the Senior Leadership Team (SLT) to lead the organisation in a clear and collegiate way. You will want to deploy your talents to serve our members' desire to help build a better UK. You'll be bright, decisive, strategic and inspiring. You will be a fast, flexible thinker, able to guide our team of campaigners in devising and executing great campaigns.

You will report to the Chief Executive and work as part of the Senior Leadership Team alongside two other Campaigns Directors, a Technical Director and a Director of People and Finance and will regularly work directly with the Board.

You'll take responsibility for leading big people-powered campaigns and play a key role in contributing to overall organisational leadership. You'll manage staff, oversee campaign plans, develop partnerships, and supervise the delivery of on and offline tactics.

This job won't suit someone who wants quiet days at a desk or to focus narrowly on one issue. It is a job that would suit someone who is passionate about making change happen by mobilising hundreds of thousands of members of the public in strategic ways, to make an impact on important issues of the day. You will need to enjoy working flexibly and creatively to seize opportunities and deliver - at pace - strategic and inspiring campaigns. You will also enjoy and be committed to strategic and collective leadership of the organisation as part of the senior leadership team.

You may have a professional background in campaigning or you may have acquired your skills in some other field. Above all you'll need to be passionate about progressive issues, a skilled and strategic leader and committed to people power as a way to make change happen.

You should apply for this role if:

- You bring the experience and confidence to lead creative, engaging and impactful campaigns alongside the capacity to provide sound, effective and collective strategic leadership as part of the senior team
- You have sophisticated political knowledge and awareness and are a strategic thinker
- You can balance positive and engaging people skills, with the ability to monitor and demonstrate impact
- You work well as a part of a team and enjoy collaborating
- You enjoy managing people and empowering others
- You're open-minded and keen to learn and develop through feedback

There are no formal education requirements for this role.

As long as you can show us you have the skills we don't mind where you got them from! Also important to us is your potential to learn and grow in the role so even if you don't have 100% of the skills listed, we want to hear from you.

Our commitment to Diversity & Inclusion

38 Degrees wants to make democracy work for everyone. That means living up to that mission by having a team that represents our membership and our location, making 38 Degrees a genuinely inclusive space to work. We are currently under-represented by people of colour, trans and non-binary people, older people and disabled people. We welcome applicants from these groups.

38 Degrees is deeply committed to inclusive working practices, so during the application process we commit to:

- Paying for childcare whilst you're at 38 Degrees interviews or tasks
- Paying for your travel costs to the office and back
- Paying you for any trial days
- Making any reasonable adjustments - for example ensuring we have BSL interpreters organised in advance if you'd like them
- If there anything else you're concerned about or think we could provide, please let us know



External engagement

- Be an ambassador and spokesperson for 38 Degrees when needed, including in the media
- Build the profile of the organisation in a way that supports our member-led approach, and highlights the campaigns and values 38 Degrees promotes
- Advance the work of 38 Degrees through outreach and liaison with other organisations (e.g. government and other NGOs) as required
- Work with like-minded organisations to build alliances and coalitions to strengthen the progressive movement in the UK

People leadership

- Lead the organisation in keeping with modern, progressive working practices, where employees are valued and empowered and where feedback and challenge are cultural norms
- Enable staff to actively participate in creating and maintaining a healthy working culture that empowers staff to deliver impact
- Manage change effectively
- Maintain a positive relationship with the trade union (trade union recognition is currently being progressed)
- Enable the Board to maintain adequate oversight of staff wellbeing

Governance

- Support the Board and governance of 38 Degrees, and ensure high quality board support
- Ensure that regular reports are presented to the Board and its committees on the progress of the organisation in meeting its targets, plans and responsibilities, and in providing information and analysis across its activities
- Support the relevant Director and the Treasurer to support the Finance, Compliance and Risk Committee, and attend the Committee
- Work with the Chair to plan Board meetings

Finance and Risk

- Maintain strategic oversight of the financial health of the organisation, working with colleagues and the Treasurer
- Ensure there is a sound long-term financial strategy in support of the organisational strategy
- Assess when it is warranted to take appropriate risks in pursuit of our mission, and manage such risks effectively - including involving the Board when needed
- Ensure regulatory requirements, including on financial reporting, are met
- Ensure key general risks facing the organisation are identified, managed and monitored

Other

- Commit to continued development as a leader
- Any other reasonable functions or tasks as required

Job Description

1. Leadership and management:

- Operate strategically and collegiately as part of the Senior Leadership Team (SLT) to ensure 38 Degrees is fit for the future, maintaining its innovative edge
- Ensure there is the right capacity and structure in teams to support the organisation's objectives and culture
- Motivate and manage staff and project teams to deliver high-quality, high-impact work in pursuit of our goals, developing them individually and as a team
- Ensure the effective management of the reputation and values of 38 Degrees through our campaign work
- Continue to learn and develop self, working with the CEO and the SLT, and supporting others to learn and develop

2. Campaigns:

Overall responsibility for leading our campaigns work working with other campaigns directors, including:

- Understanding the wider political context, how it is changing and analysing how 38 Degrees campaigns should evolve and respond
- Hold a clear understanding of the role 38 Degrees campaigns can play to fulfil its mission, putting your personal views aside to achieve this
- Leading specific campaigns and initiatives
- Leading and engaging project teams to plan and deliver innovative, impactful campaigns - monitoring and adapting approaches as needed
- Communicating and engaging with all staff to ensure the whole team is motivated by, understands and supports campaigns

3. Membership and communications:

Ensuring our campaigns respond to our members concerns and we use cutting edge communications in support of our work, including:

- Developing a sophisticated understanding of our member base and their concerns to ensure our campaigns are member driven
- Ensuring campaigns use the most impactful forms of digital and other communications to achieve impact
- Oversee the production of engaging and persuasive communications that reach and resonate with target audiences
- Ensure our members represent a cross-section of UK society

3. Membership and communications:

- Work with the CEO to support the board and ensure the production of high-quality board papers
- Ensure compliance with relevant regulatory requirements
- Take joint responsibility for monitoring and managing overall organisational performance as part of the SLT
- Any other duties commensurate with the role

Person Specification

Essential skills and experience

Leadership

- Ambitious and innovative
- Strategic thinker
- Experience at senior management level
- Commitment to collegiate approach to working with colleagues

Political and campaigning know how

- An excellent understanding of the UK political system
- A keen interest in current affairs and political developments
- Ability to apply this knowledge to identify and develop strategic campaign interventions to further a progressive agenda
- Identifying and cultivating key relationships to further organisational aims
- Able to negotiate and manage partnership work, and actively advocate 38 Degrees' position to stakeholders

Powerful campaign communication

- Adept at getting campaign messages out through strategic use of a range of channels - including email, social media, traditional media, and in-real-life events
- Able to oversee the production of great campaign content across a range of media and registers including email, blogs, video, websites, adverts and offline print.
- A decisive editor, and a reliable guardian of 38 Degrees' accuracy, style and tone of voice.
- Able to act as a public representative of 38 Degrees, including to the media, at events and at meetings

Programme leadership

- A track record of planning and delivering complex projects and programmes of work
- Able to guide other staff and support their development as project leaders
- Able to manage work and deliver to deadlines in a high pressure "breaking news" environment where plans change and projects compete

Line management experience

- Direct management of more senior staff, guiding their work and supporting their development
- Oversight of a management "line", supervising management and development of other staff
- Contributing to the development of the staff team as a whole, for example through coaching and mentoring, or through commissioning training

Other attributes

- Engaging people skills
- Attention to detail and process when required
- Flexible approach - able to adapt style to different situations
- Open-minded and keen to learn and develop
- A commitment to values and ethos of 38 Degrees, particularly our ethos of serving a membership

Desirable skills

- Advertising/marketing experience including generating concepts, planning campaigns, buying media space
- Web/technical experience, particularly HTML, UX, CRMs, and in managing web development projects
- PR/media relations including developing media strategies, cultivating relationships with journalists, drafting press releases, selling in stories, acting as a spokesperson

Terms of Appointment

Salary	£65,000
Pension	There is a 7% employer's contribution to the workplace pension scheme once probation is cleared (3% before then)
Leave	Annual Leave is 27 days per annum plus Bank Holidays.
Location	This role is based at our London office, EC1
Contract	This is a permanent full-time appointment although we will consider flexible approaches to its fulfilment e.g. working from home or job shares
Hours	40 hours per week with flexible working. The CEO may be expected to work occasional evenings and weekends as required in order to perform the role effectively.
Other benefits	24-hour employee support line, enhanced family leave policies, childcare vouchers, cycle to work scheme, free annual flu vaccination, rental deposit loan, contribution to eye tests
Probation	There will be a probationary period of six months during which time one month's notice will apply on either side.
Notice	After successful completion of the probationary review, a minimum three months' notice on either side.

Please note that any offer of work will be conditional upon the successful candidate:

- 1. having the right to work in the United Kingdom which (i) is not invalid, (ii) has not ceased to have effect, or (iii) is not subject to a condition preventing him/her from accepting the employment; or*
- 2. obtaining the right to work in the United Kingdom prior to commencing work.*



How to Apply and Recruitment Timetable

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Katy.Giddens@starfishsearch.com and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/jobs/38-degrees-campaigns-director/> and click on the apply now button, with the following prepared:

- your CV (no more than three sides)
 - a supporting statement that sets out why you think this role is the right move for you and responds to the following questions..
1. What are the main areas of difference between your current role, and a Campaigns Director? Given that, what would be your development areas in this role?
 2. What do you think 38 Degrees should prioritise in a 2020 political strategy and why?
 3. Tell us about a sensitive or difficult decision you have led or implemented which had an impact on others. How did you handle this? What was the outcome and what did you learn?
 4. Tell us about a project or achievement at work where your leadership made a major impact: what was the outcome, what was your role?

Closing date	Thursday 6th Feb 2020
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First round interviews	Start of February
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Agreement of the final shortlist	February
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Interviews with 38 Degrees	February
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