



RECRUITMENT PACK

**ASSOCIATE DIRECTOR OF
COMMUNICATIONS AND CAMPAIGNS**

MISSION44



WELCOME

Thank you for your interest in joining us as Associate Director of Communications and Campaigns at Mission 44

Mission 44 is a charitable foundation that supports bold organisations, leaders and ideas to reimagine the future and transform the lives of young people from underserved communities. Founded by Sir Lewis Hamilton, whose first-hand experience of an education system that worked against him, and whose success as the only person of colour in his field, we are determined to build a fairer, more inclusive future in which every young person can thrive.

We are now at a new and exciting point in our strategic cycle, focused on significant impact through grant-making, partnerships, research and advocacy and with ambitions to develop an international footprint. At the same time, our vision is to leverage the unique capabilities of Mission 44 and its partners, as well as utilising the profile of our Founder to deliver systemic change on a national and international scale. We believe we can best deploy our expertise and other assets to make a distinctive and influential contribution on behalf of young people. As we grow, our evidence-based advocacy and communications will be key to engaging and influencing policy makers and shifting public opinion.

We are now seeking an exceptional Associate Director of Communications and Campaigns who will help develop our strategy and deliver our priorities. This is a significant leadership position, as a member of the senior leadership team, with experience of designing and delivering strategic campaigns that engage key stakeholders and audiences to take action. As well as highly developed networks and the capability to anticipate key policy trends, you will have a depth of experience in using storytelling to engage policy decision makers, and in building powerful and transformative campaigns that can successfully influence public perception, as well as overseeing content, brand, profile and reputation.

Already operating at a similar level, you will bring a strong track record in delivering effective and persuasive campaigns, and have the presence to engage, influence and inspire at all levels. You will provide a clear and compelling communications strategy and be systematic and engaging in your approach and delivery, building credibility quickly with a range of stakeholders as well as understanding how impact, fundraising and communications teams can work strategically and successfully together. With a flexible and entrepreneurial style, you are someone who will spot opportunities for us; creative in your thinking but with an approach that is backed by rigour and evidence for change.

Finally, you will be committed to leading, nurturing and supporting a team internally, to achieve their personal development goals, team priorities and our overall objectives, as well as being fully aligned to the strong values-led culture we are so proud of at Mission 44.

I am committed to working closely with you, as are colleagues and our Trustee Board. If you believe you have the skills and attributes for this role, we would be very pleased to hear from you.



Jason Arthur
Chief Executive Officer, Mission 44



ABOUT MISSION 44

Mission 44 is a charitable foundation that supports bold organisations, leaders and ideas to reimagine the future and transform the lives of young people from underserved communities.

WE WANT TO REIMAGINE THE FUTURE:

We believe a fairer, more inclusive future is possible. To disrupt the status quo, we focus on these three priorities:

1. **Education** - build a more inclusive education system led by diverse teaching staff
2. **Employment** - open doors to careers within STEM, motorsport, and the creative industries
3. **Empowerment** - empower young people to become an influential force for change

OUR PARTNERS DISRUPT THE SYSTEM:

Change on a societal level requires collective action. So we collaborate with a diverse range of initiatives. We fund bold organisations, leaders and ideas who share our vision for a more inclusive future, and who may have been previously overlooked or underfunded.

In addition, we use our influential network and platform to campaign for change, raising the profile of young people and getting their voices heard.

OUR PEOPLE CHAMPION DIVERSITY:

With a diverse board, team, and Youth Advisory Board, Mission 44 is a passionate set of individuals from different backgrounds who bring the breadth of thought needed to drive radical and sustainable change. Everything we do is guided by these values:

- **We are brave.** With an ambitious sense of possibility, we focus on where we can drive systemic change.
- **We are collaborative.** We build partnerships and coalitions to solve problems and make change happen.
- **We are curious.** We are evidence-led and continuously learning how best to grow our impact.
- **We act with integrity.** We are honest and transparent, and build trust-based relationships.
- **We are inclusive.** We are honest and transparent, and build trust-based relationships.



OUR APPROACH

1. GRANTMAKING

Grantmaking enables Mission 44 to discover, support, and scale up interventions to improve outcomes for young people facing disadvantage and discrimination.

We focus our efforts on funding initiatives that are aligned with our goals and reach young people under the age of 27. In particular, we fund initiatives that aim to improve the lives young people from low-income backgrounds and young people of colour.

Our grantmaking decisions are informed by research and we look to support initiatives that have the ability to drive systemic change. Our Youth Advisory Board is involved at every step in shaping our grantmaking strategy.

2. PARTNERS

Change on a societal level requires collective action, and that begins with our diverse network of partners. We fund bold organisations who share our vision and who may have been previously overlooked or underfunded. Together we will create a fairer, more inclusive future in which all young people can thrive. Find a selection of our partners [here](#).

3. YOUTH VOICE

Nothing about us, without us.

This is our mantra at Mission 44 and the reason we place youth voice at the heart of everything we do. Our strategy, partnerships, and campaigns are co-created with young people from underserved communities. We embolden young people, elevate their visibility, and amplify their voices so they're heard by those in power.

To find out more, visit www.mission44.org



ROLE DESCRIPTION

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| Department: | External Relations (Fundraising, Communications and Engagement) |
| Reporting to: | Director of External Relations |
| Line Reports: | Senior Communications and Engagement Manager (Direct report), Digital Communications Officer (Indirect report) |
| Collaboration with: | Mission 44's Impact Directorate (Grants, Research and Strategy teams) and CEO. The role also works closely with Sir Lewis Hamilton's management company and communications team. |

ROLE PURPOSE

We are looking for a talented and experienced senior Communications and Campaigns leader to join a growing and fast-paced charitable foundation to deliver its aims and objectives. This is an exciting role for a senior communications and campaigns professional with experience of designing and delivering strategic campaigns that engage key stakeholders and audiences to take action. The successful candidate will be someone who is keen to work in a fast-paced, start-up environment and is passionate about young people and social justice.

This role will join the Senior Leadership team, where you will be responsible for providing leadership of the strategic design, development and delivery of the foundation's external communications, campaigns and engagement programme. The role will include managing a sub-team that:

- Produces and publishes impactful content across Mission 44's social media channels, including its website and newsletter
- Collaborates with colleagues in the Impact directorate to ensure we are developing impactful advocacy and public campaigns that reach the right audiences, with the correct messages at the right time and through the right channels and stakeholders
- Builds our brand and reputation ensuring we're cultivating and stewarding strong relationships with partners, supporters and other key audiences, helping us to transform Mission 44's influence and impact

With plans to expand our work in the U.K and internationally from 2024, you will also play a vital role in developing communications strategies that transform our influence and impact across different markets, working collaboratively with colleagues across Mission 44 and the Foundation's wider ecosystem, as well as with young people from our Youth Advisory Board.

You will also have the opportunity to lead, shape and attend international engagement events, playing an ambassadorial role that will engage key stakeholders in our work, with opportunities to travel to the U.S, Europe, Brazil and Africa where our Founder has a high-profile and strong network.

This senior position will suit someone with strong communication, campaigning and or advocacy skills, who can represent Mission 44's work through engaging campaigns, but also have expertise in measuring, evaluating and reporting on success to influence decision-making at the Senior Leadership and Board levels.

ABOUT THE EXTERNAL RELATIONS TEAM

The External Relations team leads on building Mission 44's brand, raising awareness of our work amongst key stakeholders with the aim of shifting public perception of some of the issues Mission 44 is tackling, advocating for policy change, and raising vital funds to support our work.

The team's vision is to leverage the unique capabilities of Mission 44 and its partners, as well as utilising the profile of our Founder to deliver systemic change on a national and international scale.

MAIN RESPONSIBILITIES

STRATEGY DEVELOPMENT AND DELIVERY

- Develop comprehensive campaigns and communication strategies aligned with the organisation's objectives and agreed key results
- Execute campaigns and communication strategies by planning and coordinating activity across policy, advocacy and public engagement objectives, overseeing the monitoring and evaluation of initiatives, working collaboratively across the organisation and with key external stakeholders.

LEADERSHIP

- Manage a sub-team of communication professionals, including line management of a Senior Communications Manager and indirect management of a Digital Communications Officer, providing guidance, mentorship, and support
- Oversee and support the recruitment of external consultants and agencies that will support with the development and implementation of communication campaigns and strategies and supplement the team's capacity and expertise
- Play a leadership role on the Senior Leadership Team
- Stay updated with industry and sector trends, emerging technologies, and best practices in campaigns, advocacy and communications
- Act as an ambassador on behalf of Mission 44, creating opportunities to enhance external profile and reputation amongst key audiences.

CONTENT AND ENGAGEMENT

- Lead the creation and dissemination of compelling content across various platforms, including digital, print, and social media
- Ensure consistent brand messaging and voice across all communication channels
- Build and maintain relationships with media outlets, influencers, and other relevant external partners
- Lead the creation of compelling content for UK and international events that engage key stakeholders and audiences in the work of Mission 44
- Lead the engagement of policy makers, parliamentarians, sector leaders and other key audiences, working collaboratively with colleagues from the Impact team to ensure messaging and sequencing meet Mission 44's campaign objectives
- Monitor and analyse campaign performance, making data-driven recommendations for optimisation.

BUDGET REPORTING, FORECASTING AND MANAGEMENT OF SUPPLIERS

- Working with the Director of External Relations, coordinate the management of the team's budget, including regular reporting and forecasting, oversight of supplier contracts and ensuring procurement and financial policies and procedures are implemented within the team.

PERSON SPECIFICATION

KNOWLEDGE AND EXPERIENCE

ESSENTIAL

- Experience leading strategic communications and campaigns across an organisation, including across digital channels to further organisational objectives
- Proven experience of communications, campaigns, advocacy and or public engagement strategy development and implementation in the UK
- Strong leadership experience with the experience of overseeing and inspiring teams that deliver impactful campaigns, create and deliver content for social media and other digital platforms that maximise reach and engagement
- Strategic thinking and problem-solving abilities with proven experience of reporting and presenting to senior stakeholders, including senior leadership teams and a Board of Trustees
- Ability to monitor and analyse campaign data, making adjustments to maximise impact
- Experience in managing budgets and resources effectively
- Strong project management skills, with the ability to prioritise and meet deadlines
- Understanding of public attitude formation and narrative development
- Hands on experience with MS Office and Wordpress.

DESIRABLE

- Knowledge of SEO and web traffic metrics
- Experience working in the non-profit, grantmaking or youth sectors
- Experience delivering communications, campaigns, advocacy and public engagement training.

SKILLS

- Exceptional time management and organisational skills with the ability to work effectively to deadlines, meet targets and achieve demonstrable results
- Excellent communication skills with ability to devise and create engaging content
- Excellent strategic skills with a proven ability to spot opportunities based on insight or data that enables Mission 44 to have influence or impact amongst a range of internal and external stakeholders, across different audiences including senior, high profile individuals, organisations and coalitions and stakeholders within the education, employment and empowerment sectors
- Exceptional attention to detail.

PERSONAL QUALITIES

To be successful in this role, the candidate will need to:

- Take a proactive and flexible approach and have a positive, 'can-do' attitude
- Be flexible and creative; you thrive in a dynamic organisation
- Able to produce high-quality work at pace
- Be highly collaborative; your default is to work with others to deliver results
- Be adept at building and maintaining relationships with a wide range of stakeholders
- Enjoy managing multiple projects on parallel and competing deadlines
- Able to work independently, displaying strong initiative in solving day-to-day problems with limited direction
- Be committed to embedding the values of equity, diversity and inclusion in everything that you do
- Be passionate about supporting and empowering young people from a diverse range of backgrounds to flourish and succeed
- Able to role model Mission 44's values and bring them to life in all of your work, including when managing others
- Motivated to stay up to date on best practices and models within comms, advocacy and public engagement.

TERMS OF APPOINTMENT

SALARY

£70-75k (depending on experience).

LOCATION

Hybrid; minimum two days per week in the Central London office.

DIVERSITY MATTERS AT MISSION 44

We offer a working environment that values and respects every individual's unique contribution. We want to attract the broadest range of talented people and are committed to equality of opportunity and anti-discrimination practices. We positively encourage applications from all sections of society and are particularly interested in attracting applications from candidates from diverse and underrepresented groups.

BENEFITS AT MISSION 44

At Mission 44 we are committed to being a great place to work for all of our employees. In light of this, we are continually reviewing and improving our benefits package, but this currently includes:

- 28 days annual leave + 1 day for your birthday
- Employer pension contribution of 5%, employee 3%.
- Private health insurance
- Complimentary access to gyms across our central london office sites
- Cycle to work scheme
- Unlimited volunteering leave, as agreed with your line manager
- Opportunity for international travel
- Wellbeing and Professional Learning and Development allowances.

HOW TO APPLY

We hope you will consider making an application. To do so, please go to <https://starfishsearch.com/jobs/mission44-ad-comm-cam/> and click on the apply now button, with the following prepared:

- your CV (no more than three sides).
- a short supporting statement (maximum two sides) that sets out why you are interested in joining Mission 44 as its new Associate Director of Communications and Campaigns

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

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| Search closes | Friday 15th September 2023 |
| Structured discussions with top candidates | w/c Monday 25th September and Monday 2nd October 2023 |
| Final formal interviews | Thursday 12th October 2023 |