



Campaigns Director

Functional Team: Campaigns

Reports To: Chief Executive Officer

Salary: £75,320 - £78,711

Location: Nationwide

Working Arrangements: Remote working, permanent, regular or ad hoc.

MISSION OBJECTIVE

The Campaigns Director leads The Impactful Campaigns Department at 38 Degrees who drives change for a fairer, more respectful, and sustainable society. We empower our community of supporters through high-impact campaigns, media and political interventions, and grassroots engagement, creating meaningful opportunities for public influence on issues that shape lives and society. The Impactful Campaigns Department develops, executes, and amplifies campaigns that resonate with 38 Degrees' supporter base and advance our mission. The team oversees campaign strategy, public and media relations, social media outreach, and grassroots mobilisation playing a critical role sustaining engagement and crucially, fund organisational growth.

The Campaigns Director leads the Campaign department, shaping the vision of and supporting the team to execute powerful, people-powered campaigns that shape the country to be fair, respectful and sustainable. They oversee campaign strategy, execution, and public/media affairs, ensuring alignment with organisational goals and political positioning. They embody innovation, collaboration, and clear communication ensuring that all campaigns are impactful, well-coordinated, and resources effectively to support 38 Degrees' mission. The Campaigns Director must maintain a comprehensive understanding of the organisation's financial position, proactively managing budgets and implementing necessary adjustments to ensure organisational health and sustainability. They play a critical role in steering the organisation's narrative, tracking campaign progress, and working collaboratively with the Senior Leadership Team (SLT) to align campaign objectives and work in progress with other organisational insights and initiatives.

Commitment

All 38 Degrees staff should have a deep commitment to our mission of empowering our supporters to win campaigns on the issues they care most about.

DUTIES AND RESPONSIBILITIES

INNOVATE



- Inspire and align Campaigns, Social Media Campaigning, and CBY teams with our mission and vision. Lead teams in developing their visions and roadmaps in alignment with organisational goals.
- Champion collaboration to foster creativity and impact across campaign teams.
- Design high-level frameworks for campaign strategy, including risk protocols and decision-making guidelines.
- Embed continuous improvement processes to ensure responsiveness to supporter priorities, political insights, and public sentiment.
- Shape the organisation's political positioning and strategic narrative, grounding campaigns in key political analysis.
- Oversee high-level campaign fundraising strategies to ensure campaigns are well-resourced and aligned with the mission.
- Support philanthropy in donor relations, ensuring grant-funded initiatives align with campaign objectives.
- Work alongside People, Operations, and Finance teams to guarantee that campaigns are sufficiently resourced and that budgetary constraints align with campaign goals. Additionally, maintain open lines of communication with other functions to ensure that their efforts are coordinated and aligned with campaign strategies.
- Provide high-level guidance to Heads of Campaigns, Social Media Campaigning, and CBY to ensure alignment on priorities and timelines.
- Provide overarching strategic direction to Heads of Campaigns, Social Media Campaigning, and CBY, ensuring that campaigns and long-term issue execution align with organisational priorities and drive sustained impact.
- Data Protection Lead - Management of supporter information

ADVOCATE



- Guide campaign teams in framing messages that resonate with decision-makers and the public.
- Build and maintain key partnerships with stakeholders and organisations that align with campaign goals, securing collaborations that drive policy change.
- Mentor and develop team members across Campaigns, Social Media Campaigning, and CBY functions, fostering an inclusive, collaborative environment.

- Advise the CEO, SLT, and Board on emerging CBY trends and areas of risk and potential growth in terms of member-identified and led campaigns to guide corporate strategy and decision-making.
- Partner with the Strategy and Brand Director to ensure that campaigns resonate with the organisational strategy, public positioning, and adapt to ongoing shifts within the social, political, and economic landscape while remaining focused on the long-term vision.
- Guide and empower members of the CBY and other Campaigns teams in their area of work and in their collaboration to build a culture of shared accountability.
- Secure SLT and Board support for CBY initiatives especially as resource persons with expertise to share with members leading CBY campaigns.
- Broaden 38 Degrees' networks with CBY leaders and stakeholder, positioning the organisation as a partner that builds capacity and support for CBY campaigns.
- Foster a culture of growth and agility, encouraging teams to adapt campaign strategies to evolving social, political, and technological contexts.
- Collaborate with the Product and Technology teams to leverage the necessary tools and infrastructure for effective campaign execution, ensuring that technological capabilities align with campaign objectives.

DEFINE PROJECT CYCLE



- Establish consolidated tracking and reporting on campaigns to ensure alignment with organisational strategy.
- Maintain visibility on campaign progress, risks, and opportunities, reporting to the CEO and leadership team.
- Manage the campaign departments budgets and resource allocation, ensuring effective utilisation of resources to maximise campaign reach and impact, while aligning with organisational financial goals.
- Proactively adjusting spend based on organisational performance and communicating any consequential impact on campaigns effectiveness.
- Define measures of success in the implementation of CBY unit initiatives and CBY campaigns, assess their performance, and share experiences to build a culture of learning and accountability within 38 Degrees and with its members.
- Lead and facilitate high-level planning sessions, supporting teams in setting and aligning on long-term campaign goals.
- Lead initiatives to put in place or improve policies and practices that strengthen 38 Degrees capacity and culture of strengthening CBY campaigns.

- Supporter Engagement and Insights team, to ensure campaigns are grounded in supporter insights and engagement trends.

TARGET SKILLS PROFILE



SUBSTANTIVE KNOWLEDGE

Demonstrated capacity gained through extensive experience in managing campaigns and reflecting subject mastery.

Leadership and Management

- Proven ability to lead and manage complex teams; motivates people, and significantly contributes to organisational/functional level decision making, and manages the associated impact.
- Effectively manages organisational resources, plans and budgets, assesses and mitigate against risks to ensure the sustainability and reputation of 38 Degrees.
- Makes a major contribution to the organisation's strategy by ensuring functional strategies, plans and objectives are aligned to organisational strategy.
- Proactively identifies strategic opportunities, challenges and implements change needed to build on success, including innovation.
- Skillfully adapts to change - is able to support wider organisational change initiatives and translate this to the team.

CONCEPTUAL

Identify and analyse needs/opportunities and/or internal functional challenges not met or newly addressed.

APPLIED

Formulate/develop rationale for a policy change or continuation.

POLITICAL KNOWLEDGE

Proven ability to analyse political context and apply analysis to impact driven campaigning/advocacy.



COMMUNICATION SKILLS

Extensive demonstrated skill gained through varied exposure/experience in presentation/promotion preferably including bodies empowered for decision making

INTERNAL

Convince team of new thinking/ approach/program;

EXTERNAL

Present compelling rationale on new policies/products addressing controversial or new issues/approaches.



Demonstrable extensive achievement in the organisation of multi-step/layered programs/services

TIMELINESS

Refined sequences and stages that support consistency in delivery in highly responsive timeframes;

QUALITY

Quality control process which ensures that deliverables meet product/service specifications.

TARGETED SPECIALISED KNOWLEDGE

- Specialised/varied experience in service delivery/project design in the design, delivery, and assessment of advocacy campaigns, and/or experience in influencing public policy.
- Extended experience in the management of teams in dynamic environments.