



Head of Campaigns By You (CBY)

Functional Team: Campaigns

Reports To: Campaigns Director

Location: Nationwide

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

MISSION OBJECTIVE

The Campaigns by You (CBY) team is part of the 38 Degrees Campaign Impact function. This team provides the tools that empower individuals and organisations to lead grassroots campaigns, and aims to strengthen the wider campaigns sector by providing accessible and powerful tools and opportunities. CBY also provides a route for supporters to raise reactive issues onto our campaigns agenda by launching viral campaigns that we can pick up and run with.

The Head of Campaigns By You (CBY) works closely with the Campaigns Director and collaborates across the Campaigns Impact function to lead the Campaigns by You team, ensuring they are effectively equipping individuals and organisations to lead grassroots campaigns on issues that matter to them and align with our vision for the country, whilst maximising opportunities for our organisational health.

The Head of Campaigns by You provides oversight to the team, leading the delivery of strategy and roll out of work plan for this team. They identify and assess areas of growth and risk to the organisation within CBY, innovate the functional platform, sets, monitors and oversees metrics of performance and the delivery of this work by the team.

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



ADAPT

- Implement strategies under Campaigns By You (CBY) that will enable 38 Degrees to sustain supporter-identified and led campaigns, in line with our values
- Lead the CBY team to deliver frameworks, tools, and capacity that enable the effective delivery of strategically critical CBY campaigns, that help build 38 Degrees' reputation, and support our organisational health.



PERSUADE

- Advise the Campaigns Director on CBY trends, areas of risk and potential growth in terms of supporter-led campaigns, equipping them with the information to inform effective CEO, SLT, and Board decision making relating to CBY initiatives.
- Oversee, steer and empower members of the CBY team and wider Campaigns Impact function to build a culture of shared accountability, goals and collaboration.
- Broaden 38 Degrees' networks with CBY partners and wider stakeholders, positioning the organisation as an attractive partner to work with a clear and compelling offering.



ADAPT THE PROJECT CYCLE

- Define measures of success in the implementation of CBY team initiatives and campaigns, implement and evaluate their performance, and share experiences to build a culture of learning and accountability within 38 Degrees and with partners.
- Lead initiatives to put in place or improve policies and practices that strengthen 38 Degrees capacity and culture of strengthening CBY campaigns.

TARGET SKILLS PROFILE



SUBSTANTIVE KNOWLEDGE

Demonstrated capacity gained through extensive experience in applying and embedding learnings from a structured review of multiple campaigns and projects to achieve greater impact.

Leadership and Management

- Proven ability to lead and manage complex teams; motivates people, 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 translates this to the team.

CONCEPTUAL

Understand the program framework and the integration of different programmatic elements into the project/service portfolio.

APPLIED

Develop and execute program plans across a range of well-defined and established programmatic elements aligned with broader organisational objectives.

POLITICAL KNOWLEDGE

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



COMMUNICATION SKILLS

Extensive demonstrated skill in building and overseeing relationships with internal and external stakeholders, ensuring strategic alignment with organisational goals.

INTERNAL

Ability to advise, manage and oversee partnerships, define effective partnerships working across expectations/needs of the partnership to create a shared understanding of 38 Degrees way of work.

EXTERNAL

Oversee our approach which maintains and improves the organisation's external reputation and ensures we are meeting our strategic stakeholders aims.



Demonstrated extensive experience of consistently planning, delivering, evaluating and adapting high quality, impactful campaigns.

TIMELINESS

Ensure organisational targets are consistently achieved through relevant allocation of resources and that targets are understood, applied, and collaboratively.

QUALITY

Consistently meet high standards that embed holistic learnings to improve the quality and strategic relevance of our campaigning and functional work

TARGETED SPECIALISED KNOWLEDGE

- Specialised experience in the design, delivery, and assessment of advocacy campaigns - including grassroots campaigns and partnership working.
- Specialised experience in successfully identifying, analysing and influencing public opinion, political and/or corporate decision-makers.
- Substantial experience in management of teams in dynamic fast paced environments.
- Broad and deep knowledge of all aspects of digital campaigning (Engagement, Fundraising & Impact) and able to relate their knowledge and technical understanding to others.
- Understands the contribution their technical skill has to the organisation, and is able to adapt that contribution where the organisation's needs change.
- Expertise that makes a significant impact on the performance of their areas of responsibility.