



Head of Core Campaigns

Functional Team: Campaigns

Reports To: Campaigns Director

Location: Nationwide

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

MISSION OBJECTIVE

Campaigns mission statement: The Campaigns team at 38 Degrees is accountable for technical expertise in identifying, defining and delivering people powered campaigns across a range of issues rooted in the priorities and lives of our community of supporters and target audiences. Our campaigns team creates opportunities for impact on these issues in service of our vision of changing the country to become fairer, more respectful and more sustainable. The campaigns team plays a vital role in meeting our organisational health metrics through serving a compelling and empowering offer to our community of supporters who donate to fund 38 Degrees.

The role of the Head of Core Campaigns is to create impact by improving on and providing recommendations on our approach to innovative and creative campaigning, to deliver on the priorities of our community of supporters and target audiences.

Reporting to the Campaigns Director, the Head of Core Campaigns is accountable for the quality and success of individual thematic campaigns and organisationally critical projects and priorities, including our campaigns and public affairs and media priorities; providing advice to Directors on evolving approaches, addressing emerging trends in campaign strategies and implementation and for providing recommendations to Directors that strengthen our strategic approach to campaigning.

The Head of Core Campaigns is responsible for the campaigns team, public affairs and media team, campaigns package, public affairs and media strategy, and organisational priorities which deliver our strategy.

This job describes the role of Head of Core Campaigns. The 38 Degrees team work in a culture of togetherness, passion for our issues and determination to win, so from time to time the team will be expected to perform activities outside of their normal role.

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



- Design and deliver successful overarching strategies for 38 Degrees campaigns and organisational functions including public affairs and media.
- Lead teams: inspiring and holding them to account for excellent performance.
- Iterate and improve the 38 Degrees approach to help us achieve more impact and fulfil our strategic direction.
- Data Protection Lead - Management of supporter information.

PERSUADE



- Oversee the overarching plans and strategies for our campaigns package and public affairs and media functions
- Advise the Campaigns Director and the team on the parameters of campaigns, identifying risks and opportunities to strengthen and improve our approach to campaigning so we are better able to meet our strategic direction and desired outcomes.
- Embed and encourage best practice in campaigning across the organisation.
- Strengthen collaboration within 38 Degrees to ensure that campaigns are relevant, and ensure we best use our capacity and capabilities for maximum impact.

ADAPT THE PROJECT CYCLE



- Monitor and oversee our campaigns package ensuring that established performance metrics are met and that resources and plans are adapted to any evolving operational and strategic context to meet our strategic direction.
- Embed best practice in our approach to campaigning and functional teams which sit within the campaigns remit.
- Optimise our approach and use of resources to sustain campaign strategies against established plans to support our capacity to make the most impact based on organisational successes and failures.
- Consider and implement new policies and procedures as our needs evolve.

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, 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 translates this to the team.

CONCEPTUAL

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

POLITICAL KNOWLEDGE

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

APPLIED

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



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.



EXECUTION SKILLS

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 successfully identifying, analysing and influencing public opinion, political and/or corporate decision-makers and media stakeholders.
- Extensive 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.

