



Campaigns by You Manager

Functional Team: Campaigns

Reports To: Head of Campaigns By You

Salary: £47,800 - £49,933

Location: UK - Nationwide

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

MISSION OBJECTIVE

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 issues which can improve the lives of our community of supporters, which serves our vision of changing the country to become fairer, more respectful and more sustainable. The campaigns team is the main driver of the organisational health metrics which monitor the broad base of the public we seek to engage and power the organisation by serving a compelling and empowering offer to our community of supporters who donate to fund 38 Degrees.

This role is for an experienced Campaigner, who will oversee, manage and use our CBY platform to drive change in the UK to make our country fairer, more respectful and more sustainable. That's the part of 38 Degrees where the general public and partner organisations can run big engaging campaigns using our software.

This role is central to helping 38 Degrees build a big and representative movement of supporters, who regularly take action to create impact on the big issues of the day.

Reporting to the Head of CBY the Campaigns by You Manager will be responsible for driving engagement with the platform from people and partner organisations who want to run campaigns, and whose lives/demands should be higher on the agenda of decision makers. You'll be plugged into networks and partners to find great people to set up campaigns, and be their strategist, and campaigner to help them win, while also managing the platform, overseeing moderation of content, and using data to get the best results.

You'll be responsible for our most reactive campaigns, ensuring our organisation has a high level of engaged supporters at all times. Quick to respond to the news of the day, happy to pick up the phone and find the perfect case study, able to manage partner relationships well and able to translate complex issues into easily understandable language.

This job describes the role of the Campaigns by You Manager. The 38 Degrees team works in a culture of togetherness and 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 community of supporters to win campaigns on the issues they care most about.

DUTIES AND RESPONSIBILITIES

ANALYSE



- Ensuring that the range of campaigns on our platform reflects the news, and our values.
- Design and deliver tailored strategies that reflect the priorities of our community of supporters and target audiences.
- Manage teams and delegate tasks to execute impactful campaigns and organisationally critical projects.
- Fully explore and realise the potential of the 38 Degrees approach, translating complex issues into understandable concepts, meeting people where they are and serving timely low and high bar ways for busy people to make a difference.

COLLABORATE



- Working with our CBY campaigners to grow big engaging popular petitions run by members of the public and partner organisations on the big issues of the day.
- Manage and write strategies for individual campaigns or organisational projects that are strategically aligned to 38 Degrees objectives and strategy.
- Collaborate with team members to identify opportunities to improve campaigns activities, identify key metrics, monitor and measure metrics, and hold the team accountable for delivery.
- Iterate and improve strategies to exploit new and emerging opportunities for impact.

MANAGE THE PROJECT CYCLE



- Writing engaging content to persuade a broad range of the general public to take part, not just committed activists.
- Monitor and assess campaign performance against organisational metrics to identify how we can improve and consistently execute best practice.
- Reaching out to potential partners and influencers to set up campaigns, and supporting them with digital campaigning
- Identify and analyse metrics that determine the impact of campaign activities consistent with targets and standards to support the reporting of successes, learnings, and development of strategy.
- Manage risk on our platform for example when moderating content



TARGET SKILLS PROFILE

Demonstrated capacity gained through substantial experience in applying learning from structured review of campaigns to future campaigns to achieve greater impact.

Leadership and Management

- Proven ability to lead, manage and motivate people, contribute to organisational/functional level decision making and support the management of the associated impact.
- Effectively plans and manages allocated resources and budgets. Assess 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.
- Makes skilled and thoughtful proposals about strategy for their area of responsibility, ensuring alignment to the plans and objectives of the function.
- Effectively adapts to change - is able to support wider organisational change initiatives and translate this to the team.

CONCEPTUAL

Substantial understanding of how to analyse, design and deliver an effective multi-platform campaign aligned with organisational strategy.

POLITICAL KNOWLEDGE

A keen understanding of the political landscape and an ability to apply political knowledge to develop effective campaign approaches and tactics.

APPLIED

Select the relevant resources for our campaign approach appropriate for our community of supporters and audiences. Manage the delivery of campaigns and organisational projects in line with campaign objectives, delegating and collaborating with colleagues.



Substantial demonstrated skill in managing relationships with internal and external stakeholders to deliver campaigns.

INTERNAL

Ability to communicate insights to enable campaigns teams to integrate change to strengthen a campaigns approach and relationships with partners and external stakeholders.

EXTERNAL

Manage and support teams to create a shared understanding of 38 Degrees campaigning approach to foster successful stakeholder relationships and partnerships. Engage with equivalent stakeholders.



Demonstrable substantial experience of successfully planning, delivering and evaluating high quality, impactful campaigns.

TIMELINESS

Ensure campaign or project targets/outputs are consistently achieved within standard timeframes; are understood, applied, and collaboratively achieved across teams

QUALITY

Deliver campaign outputs that are consistent in quality and relevant to our community of supporters and audiences.

TARGETED SPECIALISED KNOWLEDGE

- Substantial experience of managing successful and impactful campaigns.
- Substantial knowledge in understanding and analysing public opinion, using data insight to inform campaign approaches and to analyse corporate and political opportunities.
- Substantial experience in the management of teams in dynamic fast paced environments
- Substantial experience in partner management and working with individual case studies
- Experience of risk management