



**ARIENNIR GAN Y LOTERI  
LOTTERY FUNDED**

## **JOB DESCRIPTION**

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| <b>Job Title:</b>      | ➤ <b>Campaign Manager – Wales, Campaign to End Loneliness</b> |
| <b>Salary Band:</b>    | ➤ <b>£40K</b>                                                 |
| <b>Reporting to:</b>   | ➤ <b>Director of Campaigns, Policy and Research</b>           |
| <b>Direct Reports:</b> | ➤                                                             |
| <b>Location:</b>       | ➤ <b>Cardiff</b>                                              |

### **About us**

The Campaign to End Loneliness wants to make loneliness everyone's business and believes that no one who wants company should be without it. We are a catalyst for inspiring this change. We use research, education, powerful communications and influence to inspire thousands of organisations to have a better reach, to be more effective and ensure there is a wider range of ways for older people to stay connected; all of which we believe will lead to a reduction in the damaging effects of loneliness in older age. The Campaign was launched in February 2011 and is currently led by the management group partners: Age UK Oxfordshire, Independent Age, Manchester City Council, Royal Voluntary Service, and Sense. Independent Age act as our host. The Campaign is now entering an exciting second phase of its development as it has been awarded a major Big Lottery Fund award (£2.65m) for the period 2017-2020. This will see the Campaign test out its new Theory of Change in the four nations of the United Kingdom over a four year period and will see it increasing in size, turn over and in impact.

## **Job Purpose**

This post is responsible for the delivery of the Campaign's lottery funded work to test its new theory of change in four areas of the UK. The post holder, working with the regional partner organisation, will lead the pilot activity in the assigned area over the four year period supported by other Campaign staff.

The post-holder will work within a team of 4 Campaign Managers in assigned areas across the UK.

## **Main Duties**

The main duties are as follows:

- Responsible for the delivery of the Lottery Funded work plan in your assigned region to deliver the agreed outcomes over the four year period.
- Lead the programme of activity in the pilot areas including running business symposiums, building a business network, running the learning programme, creating and running loneliness forums and driving forward the local communications campaign to deliver public action outcomes.
- Ensure that research and policy are woven into the campaign activity of the pilot areas.
- Manage and recruit Campaign loneliness advocates to help deliver the pilot outcomes
- Represent the Campaign externally as required, including attending and presenting at events and working groups, facilitating discussions and chairing meeting.
- Develop, build and maintain networks with key contacts both internally and externally. Drive forward the development of local strategic partnerships.
- Act as a regional media spokesperson as required.
- Contribute to the development of the campaign network, working across all teams to proactively grow the network and engage members with key dates and messages.
- Track and monitor delivery against targets, producing reports and statistics as required and seeking improvements, areas of learning in the test and learn evaluation – working with the Evaluation Officer and external consultants.
- Provide evidence and case studies to support the Campaign's influencing, media and PR communication and fundraising activity.
- Working with the Evaluation Officer, setting up and processing evaluation and monitoring systems; and assessing areas of learning and improvement.
- Support the UK wide fundraising objectives by assisting fundraising activity within your region

## **General management**

- Manage people: contractors, freelance staff and volunteers.
- Monitor and evaluate the campaigns work, making improvements to ensure effectiveness.
- Manage the budget for the Policy and Research Hub and Learning Network work, including ongoing and periodic review and reporting of expenditure vs. income and projected income /expenditure, reporting to the Director of Campaigns.
- Assist in fundraising for the Campaign and provide reports for funders, working with the Director of Development and Communications and others.
- Contribute to the longer-term direction of the Campaign.
- Provide discussion items and updates for the management group partners.

## **Other Duties**

- Support the work of colleagues across the Campaign including supporting strategic goals and other objectives as required.
- Some requirement to travel which may involve overnight stays
- Other responsibilities appropriate to an appointment at this level

## **Additional Duties**

All employees are expected to work in a flexible way when the occasion arises so that tasks, which are not specifically covered in their job description are undertaken. These additional duties will normally be compatible with the regular type of work. If the additional responsibility or task becomes a regular or frequent part of the employee's job, it will be included in the job description in consultation with the employee.

***Job descriptions cannot be exhaustive and so the post-holder may be required to undertake other duties which are broadly in line with the above key responsibilities.***

***Independent Age is committed to equality of opportunity and of eliminating discrimination. All employees are expected to adhere to the principles set out in its Equal Opportunities Policy and all other relevant guidance/practice frameworks.***

## PERSON SPECIFICATION

| Criteria                   | Requirements                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Essential (E)<br>Desirable (D)                                                                                                                                                                                                                                                                                                                                                                                                  | Evidence Source:<br>Application (AF)<br>Interview (I)                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Education & Qualifications | <ul style="list-style-type: none"> <li>✓ Degree or other relevant professional qualification</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | E                                                                                                                                                                                                                                                                                                                                                                                                                               | AF                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Experience & Knowledge     | <p><b>Campaigning and influencing:</b></p> <ul style="list-style-type: none"> <li>✓ Demonstrable ability to <i>manage, deliver and monitor</i> significant policy campaigns within a charity</li> <li>✓ Experience of using research within campaigns and communications</li> <li>✓ Experience of mobilising local people and groups to take action</li> <li>✓ Experience of developing and managing a network of contacts at all levels, including building new relationships and representing an organisation at events</li> </ul> <p><b>Communications:</b></p> <ul style="list-style-type: none"> <li>✓ Experience of local and regional media interviews</li> <li>✓ Experience of writing engaging campaigning material, and communicate complex and sensitive issues to a non-specialist audience</li> <li>✓ Excellent face to face presentation skills</li> </ul> <p><b>Management skills</b></p> <ul style="list-style-type: none"> <li>✓ Experience of leading complex projects and managing their time, quality and budgets over a multi-year time frame</li> <li>✓ Staff, contracts and volunteer management</li> <li>✓ Experience of public sector and charity partnership work including the processes and activities of local authorities</li> <li>✓ Understanding of older age charities and statutory bodies</li> </ul> | <p style="text-align: center;">E</p> <p style="text-align: center;">E</p> <p style="text-align: center;">E</p> <p style="text-align: center;">E</p><br><p style="text-align: center;">E</p> <p style="text-align: center;">E</p><br><p style="text-align: center;">E</p><br><p style="text-align: center;">E</p> <p style="text-align: center;">E</p> <p style="text-align: center;">E</p> <p style="text-align: center;">D</p> | <p style="text-align: center;">AF / I</p> <p style="text-align: center;">AF/I</p> <p style="text-align: center;">AF/I</p> <p style="text-align: center;">AF/I</p><br><p style="text-align: center;">AF/I</p> <p style="text-align: center;">AF/I</p><br><p style="text-align: center;">AF/ I</p> <p style="text-align: center;">AF/I</p> <p style="text-align: center;">AF/I</p> <p style="text-align: center;">AF/I</p> |

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|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-------------|
| Skills & Abilities | <ul style="list-style-type: none"> <li>✓ Confident personal style, able to communicate with a range of audiences, including business, media, MPs, trustees etc. using written, verbal and presentation skills</li> </ul>                   | E | <b>AF/I</b> |
|                    | <ul style="list-style-type: none"> <li>✓ Ability to problem-solve, think of creative solutions and choose a range of options to solve problems in project management and relationship building scenarios</li> </ul>                        | E | <b>AF/I</b> |
|                    | <ul style="list-style-type: none"> <li>✓ The post holder must have access to a car, and be willing to travel daily across Pembrokeshire and Carmarthenshire, and weekly to Cardiff. Reasonable travel expenses will be paid.</li> </ul>    | E | <b>AF/I</b> |
|                    | <ul style="list-style-type: none"> <li>✓ With advance notice, ability and willingness to travel around the UK and sometimes to work flexibly in terms of time of day and location and very occasionally to work internationally</li> </ul> | E | <b>AF/I</b> |

## Terms and conditions of employment

This post works within a partner organization of the Campaign to End Loneliness, in Cardiff. It will require travel between Cardiff and the main project area: Pembrokeshire and Carmarthen throughout each week. It is envisaged that the project area will be the main geographical area for the post holder to work within, with 1 or 2 days a week being spent in the partner's offices in Cardiff. There will also be regular travel to the London offices of the Campaign to End Loneliness in Holborn, London. The employer for the staff of the Campaign is Independent Age. The following are their terms of employment.

**Tenure:** Fixed term – 1 June 2017 to 30 June 2020

**Hours of work:** Full time (35 hours per week)

**Probationary period:** 6 months

**Employer:** Campaign to End Loneliness is managed by Independent Age and the Campaign team adheres to all Independent Age organisation policies

**Holidays:** 28 days per annum, pro rata for part-time staff. This includes three days to be taken over Christmas when the office is closed for a week

**Bank holidays:** Eight bank holidays per annum, pro rata for part-time staff

**Pension:** Independent Age operates a pension scheme which employees are eligible to join.

**Life assurance:** Members of the pension scheme are eligible to receive five times their annual salary for death in service

**Season ticket loans:** An interest-free season ticket loan is available to all staff on completion of their probation period



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