

JOB DESCRIPTION

Job Title	Campaigns Manager
Department	Influencing
Reporting to	Head of Influencing
Line Manages	Campaigns Officers, Senior Campaigns Officer
DBS Check Requirement	Basic
Location	Avonmore Road, London W14 8RR (with hybrid working)

JOB PURPOSE

To lead the Campaigns team to develop and deliver campaign activity to improve the systems that older people rely on. The Campaigns Manager will help deliver the department influencing strategy, mobilising older people living on a low income, and those who care about them, to take action to support Independent Age's influencing campaigns, often targeting Governments across the nations, companies, regulators and others.

KEY RESPONSIBILITIES

Working closely with colleagues across the Policy and Influencing directorate, and the wider organisation, the successful candidate will:

- Lead the Campaigns team to develop and deliver high impact campaign activity which supports our thematic influencing strategies, mobilising people who want to tackle poverty in later life to apply pressure to decision makers to change policy and practice.
- Work closely with the Managers responsible for Public Affairs, Policy, and Media Communications to ensure our influencing plans are strategic with clear policy goals and ongoing evaluation.
- Lead the ongoing development, maintenance and growth of our UK wide online campaign network. Building and evaluating supporter journeys, ensuring the production of clear and compliant communications, and increasing engagement with our campaign activity.
- Champion lived experience in campaigning and lead the team to develop and support our Lived Experience Advisory Panel, including having a good understanding of safeguarding.
- Manage internal and external stakeholder relationships to ensure our campaign activity raises the profile of the issues older people in poverty face, and that we innovate and learn from our own work, and others in the sector.
- Input into longer term organisational strategy and directorate objectives.
- Demonstrate empowering and inspirational leadership;
 - Providing effective performance management to line reports with agreed

- objectives and development plans in place.
- Effectively managing any budgetary or financial responsibility, embedding a culture of financial awareness and scrutiny.
- Maintaining compliance and adherence with all processes to ensure good governance.

Management

- Champion Equity, Diversity and Inclusion in all that we do.
- Demonstrate empowering and inspirational leadership and effective performance management of line reports, with agreed objectives and development plans in place, to enable them to excel.
- Effectively manage budgetary or financial responsibility and support the embedding of a culture of financial awareness and scrutiny.
- Maintain compliance and adherence with all processes to ensure good governance.

General Responsibilities

- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination
- Model and embed Independent Age's values and behaviours.
- Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.
- Undertake any other duties commensurate with the level of the role.

How We Work

At Independent Age, we live by our values and EDI principles.

Our **values** are:

- Purpose-driven - the experience, needs and views of older people are central to everything we do
- Compassionate - we listen, care and take action
- Expert - our work is evidence-based and solution-focused
- Collaborative - we work in partnership to maximise our impact
- Accountable - we work with integrity and transparency
- Inclusive - we value diversity and always treat everyone fairly with dignity and respect

To put our **EDI Principles** into practice, we will:

- proactively challenge ageism and all other forms of inequality and discrimination throughout all our work.
- celebrate and champion diversity within and outside our charity.
- create a culture where everyone knows that they belong.
- ensure our leaders act as role models and champions.
- promote equity of opportunity for our staff, volunteers and the people who use our services.

- ensure our EDI plan is integral to our annual planning processes to ensure that we deliver our goals.
 - collect data on diversity and inclusion to enable us to inform our work and review our progress and impact.
 - be accountable and transparent about our progress.
 - use our influence to proactively champion EDI internally and with external partners.
 - continuously improve, adopt best practice and learn from and share with others.
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PERSON SPECIFICATION

- A demonstrable passion for, and affinity with, our cause.
- A strong understanding of how policy, public affairs, media communications and campaigning interact to make positive policy change happen.
- Experience developing and delivering strategic, high impact, creative campaign activity with good knowledge of different campaign tools and tactics, and how to evaluate success.
- A strong understanding of the political landscape and how different campaigning tactics can operate within it.
- An understanding of the challenges faced by older people living on a low income.
- Experience involving people with lived experience in campaign activity, including strong interpersonal skills, and the ability to resolve problems and queries calmly.
- Expertise to build and retain an online network of campaign supporters, including experience creating engaging supporter journeys and monitoring impact.
- A strong understanding of GDPR and data protection with experience of keeping accurate records and up to date files.
- Strong writing and editing skills with experience of producing accurate and engaging materials for a range of audiences and platforms, including editing and reviewing copy at pace while giving constructive feedback.
- Excellent verbal communication skills with the ability to liaise effectively, both in person and via telephone/email with colleagues at a range of levels and disciplines, as well as supporters and members of the public.
- Experience contributing to a departmental or organisational strategy.
- Experience of line managing a team.
- The ability to work proactively and support a team to meet strict deadlines on a number of concurrent tasks, including ideally overseeing campaign activity in the nations.
- Strong IT skills including use of Microsoft Office packages alongside experience of using digital tools to campaign including e-campaigning software and content management systems.
- Able to travel for work with occasional overnight stays as and when needed