

# JOB TITLE: Campaigns Manager

**ACCOUNTABLE TO: Head of Communications & Programmes**

**LOCATION: Jewellery Quarter, Birmingham, UK**

**CONTRACT: 2 years with possibility of extension.** The position is subject to a six month probationary period.

**HOURS: 37.5 hours per week**

**SALARY: Around £23,000 depending on experience**

Are you passionate about changing the way we treat animals? Do you want to help reduce damage to our environment? Do you want to get people to enjoy healthy vegan food that looks good and tastes great?

In November 2014 The Vegan Society will be celebrating her 70th Anniversary. We aim to significantly expand our campaigns, advocacy, policy and education work. The Vegan Society makes veganism more accessible and an easily adopted approach by supporting individuals, policy and decision makers, caterers, manufacturers, health care professionals and the media. Can you help us raise our profile through creative campaigns?

**The role**

The Campaigns Manager position is a new role to develop high quality, positive projects and campaigns about non-human animal, health and environmental issues. Promoting veganism is second nature to you, and you enjoy inspiring our supporters and the vegan-curious across the world. By working with skilled members of our team the post holder will thrive on the excitement of managing campaigns across all media to short deadlines and ensure that objectives are met and impacts maximised.

This role is full-time and for two years with the possibility of extension. The application deadline is 29 November 2014. Please send completed application forms to [peter.smith@vegansociety.com](mailto:peter.smith@vegansociety.com).

**PERSON SPECIFICATION CAMPAIGNS MANAGER**

The knowledge, skills, and/or ability required to carry out the role effectively (and which may be developed) are listed below.

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| **ESSENTIAL** | **DESIRABLE** |
| ***Knowledge and Experience*** | |
| * Good knowledge of vegan issues * Knowledge of human behaviour change * A proven track record of development, delivery and evaluation of projects or campaigns * Knowledge of current monitoring, evaluation and impact assessment tools * Experience of project managing diverse teams of people from different departments, with some based remotely | * Understanding of working in/with NGOs or small charitable organisations * Good knowledge of environmental and/or non-human animal issues within the EU * Experience of working with both supporter service and fundraising teams * Experience in digital project/campaign creation and cross channel delivery * Experience of fundraising * Good understanding of political and legislative processes across the UK * Good understanding of how external actors (e.g. government, media, public opinion) shape public perceptions and policy * Media experience |
| ***Education / qualifications & training*** | |
| * Educated to degree level or equivalent in a relevant discipline | * Educated in global issues, environmental and non-human animal matters * Project Management training |
| ***Skills & abilities*** | |
| * Ability to develop and deliver effective campaigning materials * Ability to effectively engage supporters and wider public in campaigning activities and maintain motivation * Ability to recognise new opportunities to make a positive impact through campaigning * Ability to think strategically, with strong analytical, judgement and decision- making skills * Proven ability to develop effective, collaborative partnerships with other organisations * Ability to manage multiple priorities and work to deadlines * Project management skills, including working successfully to targets, delivering objectives and desired outcomes to budget * Efficient, reliable and organised * Excellent written and oral communication skills * Excellent IT skills including Microsoft Office applications | * Research skills |

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| ***Personal qualities*** | |
| * Positive and confident disposition * Self-starter who motivates others * Assertive and articulate * Approachable and adaptable, team player * Flexible to travel within the UK with advance agreement (several times per quarter) and occasional international travel * Willingness and ability to undertake appropriate training and development as required * Adhere to a vegan diet for the duration of employment with The Vegan Society |  |

**JOB DESCRIPTION CAMPAIGNS MANAGER**

**DUTIES & KEY RESPONSIBILITIES**

* Together with the Head of Communications and Programmes and CEO develop, implement and evaluate campaign strategies to achieve The Vegan Society’s objectives:
  + Devise, organise and implement effective and evidence-based vegan projects and campaigns, ensuring information is researched and kept up to date
  + Manage project teams, including supervising work execution, providing resolution for problems, maintaining programme schedules, reporting on project status, accounting for project cost, time and budget, mitigating risks and providing progress reports for senior management.
  + Support the development of key campaigning events such as during World Vegan Month every November and at festivals
  + Lead the development of campaign materials using a variety of media;
  + Develop external partnerships to participate and endorse campaigning activity and where appropriate engage in joint national and international campaigning activity
  + Develop and carry out monitoring and evaluation for all campaigns and activities to share our impact internally and externally
* Line-manage the advocacy, policy, communications, and campaigns team
  + Support the team to develop and implement policy, advocacy and partnership activities, liaising with politicians, civil servants, other non-profit organisations, researchers and healthcare professionals
  + Ensure that the website and social media channels contain relevant and up to date information on project and campaigning activities, and provide high quality content on progress of projects and campaigns
  + Copy-write articles and updates about key campaigning activities and events for our quarterly magazine *The Vegan,* the Annual Review and external publications
  + Together with the senior management team, ensure projects and campaigns include a case of support for fundraising bids and appeals
* Work with the Media and PR Manager to develop and implement a media relations strategy to support campaigning activity and act as one of the media spokespersons for the organisation
* Work with other Vegan Society staff members, including the Supporter Services & Events Coordinator and Volunteer Development Coordinator, where appropriate
* Contribute to internal communications

**Additional tasks**

To assist with organisational duties where necessary, as listed below:

1. Due to the nature of the role, there may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures.
2. Take due and reasonable care of oneself and others in respect of Health & Safety at work.
3. In all work activities, comply with data protection legislation and The Vegan Society’s requirements for the protection of personal information and the privacy of individuals.

* Provide training at the request of your line manager on your areas of expertise, to other members of staff, work experience students, etc.
* The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.