



<b>Title:</b>	Campaigns Manager
<b>Contract type:</b>	Permanent
<b>Location:</b>	Head Office or Home Based Flexible to be agreed
<b>Hours:</b>	35 hours per week
<b>Salary Scale:</b>	£42,040 - £45,504 (Office based inc London Weighting) £37,712 - £40,819 (Home based)
<b>Closing Date:</b>	1200 hrs Tuesday 15 <sup>th</sup> October
<b>Interview Date:</b>	Wednesday October 23 <sup>rd</sup> in person in Aldgate Office

## Introduction

Thank you for your interest in this post. This pack will give you some more information about the role and how you can apply. Please feel free to contact us if anything is not clear or you have further questions.

This is an exciting time for campaigning. The new government have made positive noises about tackling homelessness, but Homeless Link's role will be to hold them to account, to make sure the work is prioritised and to inform the choices they make. Homeless Link represents more than 800 member organisations across England working on the frontline of tackling homelessness. Our members know how to deliver change for individuals and also what policy frameworks are needed at local and national level to enable homelessness to be tackled. Homeless Link needs to get these policies adopted.

The Campaigns Manager sits in the communication team and works very closely with two Policy Managers, all part of our Social Change directorate. Specifically the Campaigns Manager will encourage members to become involved in influencing, working with Ministers, MPs and their local councils. You will develop and implement campaign strategies which maximise the voice of our members in our influencing.

Our current Campaign Manager, has led our work through the General Election, including organising a Parliamentary lobby. They are currently focussing our efforts on influencing the budget in October and the Comprehensive Spending Review next March. But sadly (for us) they have secured a great new job elsewhere in the sector, so we need someone new to fill the post, continue this vital work, and encourage even more of our members to get involved.

We are actively seeking to increase diversity within our organisation and would greatly welcome applications from people with lived experience of homelessness, from a black or minority ethnic background and/or with a disability.

Thank you for your interest, and I look forward to receiving your application.

Rob Cartridge  
Head of Communications and Engagement

## Job Profile

### Role Description

#### Job Purpose

- To work as part of the Social Change directorate to design and deliver a campaigning and public affairs strategy which supports the work of our members, and ultimately aims to end homelessness in the UK.
- To strengthen Homeless Link's voice in policy and influencing debates.

#### Accountability

The Campaigns Manager reports to the Head of Communications and Engagement. Currently this role does not have any line management or budget responsibility.

#### Hours

Up to full time, 35 hours a week. This post is open to flexible working or reduced hours.

#### Location

The post can be either home based or office based. Office based entitles the post holder to the London weighting, and the postholder will be required to attend the office for a minimum number of 2 days each week. Home based may require attendance at the London office on a monthly basis. The post also needs a willingness to travel within the UK.

### Main Responsibilities

#### Campaigns

- To develop the overall plan for, and to coordinate the delivery of, campaigns and public affairs work for Homeless Link. This will include media work, creation of materials and delivery of events amongst other tactics. This will be achieved in collaboration with others across the organisation (including in particular the Policy and Research team) and will gain agreement from the Senior Management Team.
- To engage Homeless Link's organisational members in campaigning, providing them with opportunities to take action, building their capacity to engage and ensuring their voices are represented. Make sure that members are aware of our campaigning and public affairs work through regular communication and build a network of active member organisations.
- To work with the policy team to deliver a "horizon scanning" service to ensure that Homeless Link is prepared for proactive and reactive influencing in order to take forward our public affairs strategy. Proactively build and maintain relationships with

key politicians and other decision makers in national and local government to ensure Homeless Link's voice is most effective.

- To develop and maintain our public affairs stakeholder CRM. To work with the Policy team to prepare timely correspondence and to secure meetings with ministers, parliamentarians and leaders in regional and local government as required. And to attend those meetings when required.
- To support other members of Homeless Link staff when they are engaging with member organisations on influencing work.
- To represent Homeless Link in coalition campaigns within our membership.
- To create attractive and engaging campaign materials and web pages. To introduce innovative and engaging social media work to help to achieve campaign objectives.
- To monitor and capture the impact of campaigning. To produce regular reports for senior managers and trustees. To reflect on progress with a view to capturing learning and continually tweaking the campaign plans to increase effectiveness.
- To contribute to and support Homeless Link's wider communications work including providing occasional press office cover out of hours.

### **General**

- Roles and objectives in Homeless Link may change. All members of staff are expected to be prepared to work flexibly in response to changing business needs.
- All members of staff are expected to undertake any other responsibilities or tasks that are consistent with their role and/or reasonably required by the Chief Executive.
- All members of staff are required to operate in accordance with Homeless Link's values, policies and procedures.

This is a description of the job as it is presently constituted. It is the practice of Homeless Link to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are required to reflect business needs. This will be conducted in consultation with you. It is the organisation's aim to reach agreement on changes, but if agreement is not possible, the organisation reserves the right to insist on changes to your job description, after consultation with you.

## Person specification

### EXPERIENCE AND TRACK RECORD

#### Essential

- Track record of developing and managing a campaign which has achieved social change, from design to implementation, through to monitoring and evaluation.
- Track record of using social media tools and website to achieve campaign goals.
- Excellent written and verbal communication skills and ability to adapt to different audiences such as media, government, business, charities/voluntary sector and beneficiaries.
- Experience of working with the media
- Previous experience of working to influence UK politics including MPs, Ministers, Councillors etc.
- Track record of providing campaigns, public affairs and communications advice to colleagues
- Highly effective at working across an organisation building strong collaborative relationships with colleagues in other teams.
- A self-starter who can demonstrate initiative and effectively manage their own workload.

#### Desirable

- Experience of commissioning and managing external suppliers
- Previous experience of working on/ campaigning on issues relating to homelessness in the UK
- Experience of project management and/or event management
- Experience of helping those with lived experience share their concerns in a meaningful way with decision makers
- Experience of working within a membership organisation, or campaigning on behalf of members or a coalition
- Experience of working with a CRM to build relationships (ideally Salesforce based)

### GENERAL REQUIREMENTS FOR ROLES AT HOMELESS LINK

#### Essential

- Willingness and ability to work outside normal office hours.
- Willingness and ability to operate in accordance with the values and policies of Homeless Link.
- Willingness and ability to work flexibly in response to changing organisational requirements.
- Commitment to bring into the work the views, needs and voices of people with direct experience of homelessness.

#### Desirable

- A sound understanding of the causes, consequences and solutions to homelessness based on direct experience.

## Key Competencies

### Summary of Core Competencies

<p><b>Personal Contribution</b></p> <p><b>Personal Effectiveness:</b> Demonstrating effective working practices, striving to deliver high performance</p> <p><b>Effective Communication:</b> Demonstrates ability to communicate concisely, accurately and persuasively verbally and in writing with a range of audiences</p>	<p><b>Working with Others</b></p> <p><b>Teamwork:</b> Working cooperatively, building and nurturing strong relationships within and outside the organisation.</p> <p><b>Stakeholder Focus:</b> Identifying, understanding and striving to exceed the needs of all stakeholders.</p>	<p><b>Organisational Contribution</b></p> <p><b>Resource and Project Management:</b> Achieving results through efficient and effective management of projects and resources.</p> <p><b>Entrepreneurial and Innovative Thinking:</b> Generating and developing imaginative and innovative solutions and opportunities.</p>
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### Role or Grade specific competencies

<p><b>Expert/Technical Knowledge:</b> Demonstrating best use of required knowledge in specified field ensuring continuous learning and development.</p>		
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## Explanation of terms used

- **Role description:** gives details of the duties of the post. Use this as a guide to decide whether you think the job would suit you.
- **Person specification:** lists the criteria, which will be used to assess your application and covers the qualifications, specialist knowledge, experience, and track record that we are looking for.
- **Key competencies:** these are for your information. We will look for evidence of all these during the interview and testing stage if you are shortlisted.

## Employee Benefits

Salary Scales for Campaigns Manager

£42,040.00 - £45,504.00 per annum including London Weighting (Office based)

£37,712.00 - £40,819.00 per annum (Home based)

It is our policy to appoint at the first point of the salary scale.

## How to apply

### **Sending in your application**

Please send your CV (no more than 2 sides of A4) along with a covering letter (also no more than 2 sides of A4) explaining how you will meet the role requirements in the person specification with examples from your previous experience, by email to [recruitment@homelesslink.org.uk](mailto:recruitment@homelesslink.org.uk)

It helps us to monitor the effectiveness of our recruitment procedures if you complete the online [equal opportunities monitoring form](#)

The closing date is 1200 on Tuesday 15<sup>th</sup> October. Applications received after the published closing date will not be considered.

We plan to hold interviews in our office near Aldgate on Wednesday 23<sup>rd</sup> October

For any queries about the post, please email [recruitment@homelesslink.org.uk](mailto:recruitment@homelesslink.org.uk)

### **Supporting people with disabilities**

Homeless Link is committed to improving its employment opportunities for people with disabilities. Please let us know if you require support, modifications, adjustments, or special equipment to assist you with the recruitment process. We will contact you to discuss your requirements further.

### **Supporting people with experience of homelessness**

As part of Homeless Link's commitment to support people with experience of homelessness, we have committed to giving feedback to applicants who have experience of homelessness.

[For more information about working at Homeless Link follow this link to our website](#)