



Head of Campaigns – Strategy and Impact (Full time, permanent)

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title:	Head of Campaigns – Strategy and Impact
Contract:	Permanent
Reporting to:	Director of Campaigns, Policy and Programmes
Salary:	£51,874.53 starting salary, increasing on an annual incremental basis, plus 6% contributory employer's pension
Holidays:	27 days annual leave, including four days over the Christmas period; rising to 29 days after three years' service and 30 days after five years
Benefits:	Interest-free loan for season ticket or bicycle purchase
Hours:	35 hours per week, including occasional weekend and out of hours working, for which time off in lieu will be given
Based at:	War on Want's head office: 44-48 Shepherdess Walk, London N1 7PD, Hybrid working. One day a month at War on Want's office, more in-person days required on an ad-hoc basis. Some UK and occasional overseas travel may be required.
Responsible for:	Senior Campaigner – Climate Justice and Just Transition Senior Campaigner – Economic Justice Senior Campaigner – Militarism and Security

Deadline for applications: 5pm Monday 27th October
Interviews week of 3rd November tbc

Job Description

War on Want is a dynamic, radical organisation that runs hard-hitting campaigns against the root causes of poverty and human rights violation, mobilising support and building alliances to fight for human rights, especially workers' rights, raising public awareness of the root causes of poverty, inequality and injustice, and empowering people to take action for change. We are a membership organisation and work in partnership and active solidarity with grassroots groups around the world, as part of the movement for global justice.

Reporting to the Director of Campaigns, Policy and Programmes, the Head of Campaigns – Strategy and Impact is a new role working within the department to provide strategic oversight and coordination across War on Want's campaigning portfolio, to evolve the organisation's creative tools and techniques for both online and offline campaigning, and leading on impact learning to inform the development of campaign plans.

You will be responsible for managing our Senior Campaigners who lead on War on Want's thematic campaigns, supporting strategy development and implementation, taking an intersectional approach to connect across the issues we campaign on, and coordinating across teams to ensure campaigns deliver for the shared organisational objectives of generating impact, engagement and income.

This new role will be both strategic and operational, supporting the strategic development and integration of national and international campaigns that will engage and mobilise new and existing supporters, with a particular focus on War on Want's priority campaign programme areas on Justice for Palestine and on a Global Green New Deal.

War on Want has a long history of campaigning for **Justice for Palestine**, including campaigning against Israel's apartheid against the Palestinian people, and genocide of Palestinians in Gaza. Our focus is on ending UK government and corporate complicity in Israel's genocide, illegal occupation and apartheid system, which has subjected Palestinians to systematic human rights abuses, severe discrimination, and deadly military force. We work collaboratively with other charities, organisations and networks to end the UK's material and diplomatic support, and complicity in Israel's ongoing violation of Palestinians rights.

The **Global Green New Deal** is an ambitious, cross-cutting programme to address the systemic drivers of global poverty, inequality, climate and ecological breakdown. Our strategic plan focuses on four key areas: (1) a just transition in energy systems, (2) transformation of global food systems through food sovereignty principles, (3) a just transition for working people including wages, public services, and social protection, and (4) reform of the financial architecture around trade, tax, and debt - all delivered through a mix of international programmatic work and campaigns. The Head of Campaigns will play a key role in prioritising and implementing GGND-related campaign initiatives to maximise strategic impact.

We are looking for an experienced campaign strategist who knows how to drive campaigns forward, familiar with the different tools and techniques to inspire online and offline campaigning, and who can spark creative ways to deliver impact and secure campaign successes working effectively and collaboratively across teams. We work in a fast-paced context often managing complex projects, so someone who works well in a team, is solutions-focused and adept at effectively managing competing demands will thrive in this role.

Key Responsibilities

Campaign Strategy and Implementation

- Lead, manage and support the Campaigns unit in developing and implementing coherent campaign strategies that align with War on Want's organisational strategic framework priorities, focussing on the Global Green New Deal and Justice for Palestine campaign priorities.
- Ensure campaigns have clear goals, objectives, targets and strategies for policy change and influencing, supporter engagement, public mobilisation, key messaging and political education and other shared organisational objectives - providing the creative and strategic support to individual team members campaign plans as required.
- Monitor political, economic and social developments to identify strategic opportunities and threats and adapt plans and priorities accordingly in conjunction with the Director of CPPD, including providing capacity to respond to unplanned external campaign opportunities that War on Want should respond to.
- Provide creative and strategic advice and input across the organisation on framing, messaging, and public engagement opportunities to further campaign goals and organisational wide goals, including ensuring campaign strategies and outputs support organisational goals including mobilisation, fundraising and supporter engagement strategies as well as ways to grow War on Want's movement through actions to attract new supporters.
- Work with the International Programmes Unit to identify and integrate opportunities that amplify the voices and work of War on Want's international partners and allies in campaign strategies and implementation plans.

- Work with the Senior Movement Building Officer, and the Trade Union Officer to ensure campaign strategy is informed by and contributes to long-term movement building and organising strategies and builds on War on Want's strong relationships with the Trade Union movement.
- Contribute to the development of War on Want's policy positions and research that underpins campaigning work and oversee the production of high-quality, evidence-based campaign materials.
- Work with the Head of Communications and Engagement and the Communications Unit to set priorities for both planned and reactive external campaign communications outputs.
- Contribute to the implementation of organisational monitoring and evaluation processes to gather learning and measure impact of War on Want's campaigns.

External engagement

- Support the Campaigns unit in building and sustaining strategic relationships with War on Want's network of civil society allies in the UK and internationally, to strengthen the collective impact of movement-centred justice campaigns through solidarity, joint action and long-term alliance-building.
- Represent War on Want in relevant coalitions, networks, and alliances, as required, including those where War on Want is a lead or founding member in conjunction with the Director of CPPD and Head of International Programmes.
- Act as a spokesperson for War on Want across media or in public events as agreed with Director of CPPD.

Team management and coordination

- To lead and develop a high functioning and impactful Campaigns unit, providing regular supervision, support and management of staff and consultants, and assisting with prioritisation and delivery of work plans in line with the organisational strategic framework.
- Provide regular reports for Senior Management Team and Trustees on the implementation of work plans and impact of the Campaign Unit's activity.
- Work with the Director of CPPD to contribute to cross-organisational strategic planning, annual or multi-year work-planning and budget setting.
- Oversee campaign budgets and restricted grants in conjunction with the Grants Accountant to ensure effective use of resources, correct allocations and compliance with internal financial controls.
- Support the team in developing high quality project proposals and funding applications with the Director of CPPD, Policy and Programmes, Senior Grants Officer/Director of Income and Engagement.
- Contribute and support to wider organisational initiatives such as supporter engagement and membership development.
- All other duties as required by the Director of Campaigns, Policy and Programmes, commensurate with the post

PERSON SPECIFICATION

Essential

- Alignment with War on Want's vision and mission.
- Demonstrable experience of developing effective campaign strategies together with creative implementation of campaigns in a UK context for a charity, non-governmental organisation or similar.
- Demonstrable experience of managing or overseeing a portfolio of campaigns, line management of campaign roles or managing a campaigns team or unit.
- Demonstrable experience of implementing supporter-based campaigns including setting campaign objectives and developing campaign activities and outputs for different audiences and channels.
- Ability to analyse political and current affairs to identify strategic opportunities and plan/adapt campaigns accordingly.
- Demonstrable experience of working on economic and social justice issues, and human rights, and knowledge of social justice and human rights issues at UK and global levels.
- Experience of both offline and digital campaigning techniques and tools, to further campaign goals and to support wider organisational objectives for supporter engagement, mobilisation and fundraising.
- Strong external representation, relationship-building and influencing skills.
- Excellent written and oral communication skills.
- Highly organised with the ability to manage and prioritise own workload and comfortable juggling multiple projects.
- Strong cross-team working skills with ability to build effective working relationships and excellent proactive interpersonal skills.

Desirable

- Good understanding of the UK charity and regulatory frameworks as they apply to campaigning organisations.
- Experience of applying for grant funding, and reporting to donors with budget planning and forecasting of expenditure experience.