

## **Campaigns Assistant**

### **Job Description**

#### **About Positive Money**

Positive Money is a leading new economy think tank and campaign organisation re-imagining money, banking, and the economy for the wellbeing of people, communities and the planet. We are part of a growing and collective force for economic systems change. Our mission is to reform money and banking to build a fair, democratic and sustainable economy.

We produce ground-breaking research and policy, inform the public and politicians, regularly appear in the media, and mobilise the public behind people-powered campaigns. We believe in radical systems change and work to achieve lasting change on several fronts simultaneously: in public understanding, in the public and media debate, and at the policy and academic level. We work across topics including macroeconomic policy for a just transition, democratising money and banking, and wider new economic thinking areas such as beyond GDP. Read more about our five-year organisational strategy [here](#).

We are committed to cultivating a culture of support, respect, open communication, and collaboration that encourages creativity and innovation. We foster an environment where diverse perspectives are valued and where work arrangements are tailored to accommodate individual needs, ensuring every team member can contribute their best work.

#### **About The Role**

The Campaigns Assistant role is an exciting opportunity to contribute to Positive Money's campaigns work by helping to deliver digital elements and offline actions on a varied range of issues. Sitting within our Mobilisation team - which aims to educate, grow and empower our movement to win systemic changes to transform our money and banking system - you'll assist with day-to-day operations to ensure the smooth functioning of the team to ensure that Positive Money is able to react quickly to developments in the areas we work on. Responsibilities include creation and delivery of our public-facing campaigns and educational content across our mailing list, social media channels, digital ad platforms, monitor our impact using a range of digital tools, support our network of local groups and wider community, handle project logistics, as well as supporter donation and fundraising efforts.

#### **About You**

This is an exciting opportunity for a strong communicator, interested in learning more about the money and banking system and people-powered campaigns and passionate about fighting for progressive change. You're flexible, with a strong eye for detail, happy working in a small fast-paced team, as well as independently. You're able to quickly absorb, organise, and concisely convey new information about often complex issues, while not being afraid to experiment, ask for help, or take the initiative to help our movement win. You share our commitment to an inclusive and diverse team, and our culture of being open-minded, ambitious, respectful and self-aware.

#### **Accountabilities**

##### **Strategy**

- Develop an understanding of the organisational strategy and the mobilisation programme strategy
- Carry out tasks in support of strategy development; eg. data collection for monitoring and evaluation

### Delivery

- Track and report performance of our digital activities; across campaigns, social media, digital adverts, and supporter donations
- Monitor, digest, and communicate developments relevant to Positive Money's campaign areas or industry-relevant developments eg. social media trends
- Contribute to the development of campaign and project strategies, tactics and ideas, as an integral member of the campaigns team
- Help to write and build accessible and engaging campaign elements; such as mobilisation emails for our supporter mailing list, blogs, petitions, and donation webpages
- Produce campaigns and educational content; for example blog cover graphics, GIFs, memes, short videos for social media, or placards, banners and props for creative in-person actions
- Help engage and empower communities currently under-represented in our supporter network, such as young people, women and Black Asian and Minority Ethnic communities, with relevant content and campaigns
- Boost engagement with our supporter community eg; interact with followers on social media, handle queries in external inboxes, and lead on communication with leaders of our local group network
- Assist in the delivery and development of our social media and digital ads strategy
- Provide general admin support and attend Positive Money's campaigns activities as needed, such as in-person events or actions
- Support the team to embed issues of race, class and gender into our mobilisation work, and apply an intersectional lens to all of our messaging and communications

### People

- Collaborate with other members of the team and contribute to achieving team results by practising proactive communication
- Facilitate smaller internal meetings, and/or provide facilitation support to more senior staff

### External

- Support the Head of Campaigns to build and maintain relationships with external stakeholders

### Culture

- Be committed to developing self-awareness and self-reflection
- Show a willingness to learn practices to dismantle oppression and develop knowledge of anti-oppression
- Role model our values and principles of work within the organisation and externally
- Proactively support others to excel in their roles
- Take personal responsibility for your work

## **Person Specification**

### Skills & Experience

- Strong written, verbal and visual communicator with the ability to convey complex issues in an accessible and engaging way
- Ability to organise your time to work efficiently and systematically with a strong eye for detail
- A desire to develop skills in digital people-powered campaigning and movement building
- A passion for progressive change; with an interest in the new economy movement and willingness to learn about green finance, the role of central banks, as well as other issues surrounding the money and banking system
- A familiarity with some digital programmes/tools is helpful but not essential as training will be supplied; including but not limited to Google Suite, Action Network, Hootsuite, Canva, Meta (Facebook) Business Manager

### Values & Behaviours

- A strong communicator; comfortable with predominantly online working
- Passionate about our mission to transform the money and banking system to build a fair, democratic and sustainable economy
- A proactive problem solver, willing to dive into uncertain or complex new areas of work
- Ability to work autonomously and efficiently in time-pressured situations, multi-task and meet deadlines as part of a small fast-paced team
- A commitment to continued learning on anti-oppression concepts
- High level of self-awareness. Skilled in reflecting on your own behaviours and practices and working to change them where necessary
- Commitment to demonstrating our values and principles of work (copied below) in your work.

*We invite anyone who is interested to apply, regardless of background, experience, or credentials. We aim to select candidates based on performance in our selection process and actively try to minimise the influence of our biases. There is no perfect candidate, so if you can picture yourself thriving in this role, we'd love to receive an application from you.*

### **PRINCIPLES:**

***Innovation:*** experimentation and learning, being flexible in our plans, seizing opportunities and staying responsive

***Open-mindedness:*** embracing complexity, not pretending to have all the answers, being positive to those who challenge or disagree with us

***Trust:*** working autonomously, assuming everyone aims to do their best work, and being agile in our ways of working

### **BEHAVIOURS:**

- *Prioritising the organisation and team over self-interest*
- *Dismantling oppression*
- *Self-awareness and self-reflection*
- *Empathy*
- *Collaborating and working with others*
- *Appreciation of different working preferences*
- *Being responsive to own and others needs*
- *Working autonomously when necessary*
- *Trying to find solutions*

### **TERMS AND CONDITIONS**

**Contract:** Permanent contract with 6-month probationary period.

**Salary:** Grade 2, full time rate of **£26,460** per annum + 8% pension contribution (pro rata if working less than full time hours). Salary rate will rise to £27,675 after 2 years employment in the role, plus any additional cost of living adjustments made to our salary scales.

**Hours:** part time or full time (21 - 31.5 working hours). Requests for a flexible working pattern will be considered. Positive Money has recently begun a shorter working week trial, meaning we have reduced our full-time week from 35 working hours (5 days) to 31.5 working hours (4.5 days). With board approval, we will move to a 4-day work week beginning on April 1.

**Benefits:** Positive Money is committed to developing our employees, and being a supportive, flexible and compassionate employer. We offer a range of benefits to UK staff including:

- Holiday: 25 days per annum for full time equivalent, in addition to statutory holidays. Increases to 28 days after two years employment. The allowance might be reduced slightly if the board approves a 4-day work week.
- Enhanced occupational sick pay scheme that increases with length of service.
- Family friendly benefits: enhanced maternity pay for staff who've worked for us for more than 1 year, of 6 weeks at 100% salary followed by 33 weeks at 50% salary, and enhanced paternity pay for staff who've worked for us for more than 1 year, of 6 weeks at 100% of salary.
- A 'duvet day' policy to allow additional time off to support and protect staff wellbeing
- A training and development allowance of £400 per employee per year, increasing with service, as well as provision to consider larger requests for professional development. We also offer other in-house and external training and development opportunities to our staff.
- Flexible working, including trialling a new shorter working week
- A cycle to work scheme to provide staff with a tax efficient way to buy a bicycle and accessories.

Location: Flexible between working in our London Office (10 Salamanca Place, London SE1 7HB) and working remotely. Our London based staff work a hybrid of office and remote working. We're also open to candidates located in other parts of the UK working fully remotely, with occasional travel to the London office.

How to Apply:

- Please complete the application form [here](#) by March 25th
- Selected candidates will be invited to do an online written assessment and an interview the week starting 8th April

Start Date: Immediately, or start of May though we can be flexible for the right candidate.

If you are interested in the role and would like to find out more information, please email [recruitment@positivemoney.org.uk](mailto:recruitment@positivemoney.org.uk).

*Positive Money is committed to providing equal employment opportunities to all qualified applicants and do not discriminate on the basis of race, colour, ethnicity, religion, sex, gender, gender identity and/or expression, sexual orientation, size, national origin, disability, age, marital status, pregnancy, parental status, or genetic information. We are committed to hiring and retaining a diverse, culturally competent staff at all levels of the organisation. We strongly encourage people of the global majority, especially Black and Asian folks, LGBTQIA+ individuals, persons living with disabilities, women, non-binary individuals, and people of various socioeconomic backgrounds to apply for this position.*

*We are committed to making our hiring process as accessible as possible. To request an accommodation, please let us know in your application or email [recruitment@positivemoney.org.uk](mailto:recruitment@positivemoney.org.uk).*