

# Head of Campaigns

Positive Money UK

## JOB DESCRIPTION

### About Positive Money

Positive Money is the leading civil society organisation re-imagining our money and banking system 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, educate the public and politicians, penetrate 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: change in public understanding, the public and media debate, and at the policy and academic level. We work across four key areas: democratising money and banking, a green and fair Bank of England, new economy thinking and a wellbeing economy. Read more about our five-year organisational strategy [here](#).

### About the role

Since 2010 Positive Money has been raising awareness of the power, injustices and impacts of our broken financial system - from inequality to climate change to unaffordable housing - and campaigning for and winning reform. Building and mobilising a grassroots movement is a central part of our strategy for achieving lasting systemic change. The public should be empowered to shape an economic system that works for public and planetary wellbeing.

This role is all about growing, diversifying, mobilising and empowering Positive Money's supporter base in order to achieve lasting change. Digital campaign actions, viral videos, crowd-funded adverts in newspapers, protests outside banks, festival stalls, local organising and participatory democracy - our campaign toolbox is ever-growing and our spirit of experimentation and collaboration is strong. The campaigns and influencing teams work closely together, and often in coalition with other groups in the new economy movement, to devise proactive and reactive campaigns, build collective power and take on the banking lobby. With a supporter base of 20,000 and online following of nearly 100,000 this is an exciting time to join the Positive Money team and help take our campaigns to the next level.

### About you

This is an opportunity for a campaign manager with several years' experience mobilising the public as part of people-powered campaigns that have impact. You don't need a background or knowledge in money, banking or economics, but rather a passion for empowering the public to radically change our system towards our values, a strategic mind, experience of digital growth strategies, and strong communication and management skills. You understand that the financial system is rooted in a wider system of structural inequalities, oppression, power imbalances and ideologies; that systems change is complex and multi-faceted, and absolutely necessary to achieve our vision. You will be excited to lead a team, try out new

strategies and tactics, and run campaigns that stand out from the crowd. You could come from any background or walk of life, and share our commitment to an inclusive and diverse team, and our culture of working with open-minds, innovation and trust.

## ACCOUNTABILITIES

### Strategy

- Develop and hold the mobilisation programme strategy
- Oversee the design and integration of Positive Money's people-powered campaigns
- Alongside other programme heads, design and develop strategies for all work streams e.g. green finance, affordable housing, democratising money and banking, decolonising finance

### Delivery

- Be accountable for all deliverables across all projects and campaigns assigned to the mobilisation programme, including management of Positive Money's local groups
- Design and deliver reactive campaigns in coordination with other programme heads
- Plan, delegate, and develop staff to ensure all work and projects within the mobilisation programme are delivered to a high standard
- Oversee the digital outreach strategy including social media advertising
- Integrate supporter fundraising into the mobilisation strategy
- Manage the mobilisation programme budget and related project budgets
- Identify opportunities to develop the mobilisation programme and identify needs and ways to improve the effectiveness of the team e.g. skills gaps, training needs, resource constraints
- Take a lead role in funding applications
- Anticipate and manage day-to-day and long-term risks in the mobilisation programme
- Ensure regular evaluations are carried out for campaigns, key areas of work and projects

### People

- Lead the mobilisation team and foster a collaborative and supportive team spirit within it
- Line manage, develop and motivate staff within the mobilisation programme
- Actively pursue integrated working with the research and influencing teams, and with external partners
- Communicate with campaign colleagues at Positive Money Europe and Positive Money US
- Provide effective and empathetic communication, making mobilisation team members feel safe and heard

### External

- Develop strategic relationships with external partners
- Raise the profile of Positive Money's campaigns and supporter network externally, especially amongst civil society, grassroots groups, MPs, journalists, funders and other key stakeholders

- Collaborate with partners in the new economy movement on coalition campaigns and events
- Facilitate discussion spaces both internally with staff and externally with stakeholders
- Act as a spokesperson for Positive Money when required

## **Culture**

- Role model organisational principles and behaviours (copied below), and foster these within the wider mobilisation team
- Support others in the mobilisation team to develop their own self-awareness and self-reflection
- Proactively support others to be excellent in their roles
- Implement strategies and practices to dismantle oppression within the mobilisation programme, and embed anti-oppression thinking into our campaigns
- Take personal responsibility for work within the mobilisation programme, setting an example to team members

## **PERSON SPECIFICATION**

### **Essential Skills and Experience**

- Experience running people powered campaigns: designing digital and in-person actions and user-journeys aimed at mobilising large numbers of the public in order to achieve change
- Excellent written and verbal communicator, capable of writing mass emails, blogs, video scripts, social media content, event blurbs and other communications
- Experience using digital platforms and social media advertising to reach new audiences
- Ability to communicate and translate complex ideas into engaging, accessible language and content
- Experience managing small teams, working with volunteers or supporting local groups
- A strong understanding of anti-oppression concepts
- Open and responsive to new ideas, and working flexibly in response to changing contexts
- A high level of project management and people management skills, and experience in managing campaigns, projects, budgets and meeting deadlines
- Skilled at facilitating spaces, including managing conflict, sharing ideas and seeking alignment
- Excellent interpersonal and relationship building skills to work with funders and stakeholders
- A strategic, impact-driven thinker, motivated by finding creative ways to empower the public

### **Values & Behaviours**

- Passionate about our mission of reforming money and banking to build a fair, democratic and sustainable economy
- High degree of maturity, able to respond constructively in pressured situations, multi-task, and manage interruptions
- Be skilled in reflecting on your own behaviours and practices and working to change

- them where necessary
- Commitment to demonstrating our principles and behaviours (copied below) in your work

## POSITIVE MONEY PRINCIPLES & BEHAVIOURS

### **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:** The role is for an initial fixed term of 1 year with a 6-month probationary period. After a year if the contract is extended, a permanent contract will be offered.

**Salary:** Grade 6, full time rate of £43,500 per annum + 8% pension contribution (pro-rata if working 4 days per week). Salary rate will rise to £46,250 after 2 years employment in the role, plus any cost of living adjustments to our salary scales.

**Hours:** 28 or 35 hours per week (4 or 5 days). Requests for a flexible working pattern will be considered. The post holder will be expected to work the occasional evening or weekend for time off in lieu.

**Holiday:** 25 days per annum for full time equivalent, in addition to statutory holidays. Increases to 28 days after two years employment.

**Location:** Flexible between working in our London Office (Davina House, Goswell Road, London, EC1V 7ET,) 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 travel to the London office expected up to two days per month.

How to Apply: Please download and fill out the [APPLICATION FORM](#) in full.

*(\* If the form does not download by clicking on the link above, try right-clicking the link and "save as" or "save link as". Or you can copy and paste the following link in a new browser window:*

*<http://positivemoney.org/wp-content/uploads/Head-of-Campaigns-application-form-1.docx>*

*In case that doesn't work either, please get in touch.)*

Please email your completed application form to: [recruitment@positivemoney.org.uk](mailto:recruitment@positivemoney.org.uk)

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

Please also **submit two examples of writing or content** that you have created as part of a campaign targeting the public. These can relate to any campaign and can be emails to mobilise people to take action, blog posts, videos or any other form of writing or content.

Deadline: We are running a rolling recruitment process. Applications will be processed when they are received, and selected applicants will be invited to interview within one week. All applications received prior to 15th December will be considered.

We hope the successful candidate would be able to start in February 2023, or sooner.

*Positive Money is committed to providing equal opportunities for everyone regardless of their background. We welcome applications from everyone irrespective of gender, sexual orientation, disability and ethnicity but, as women and Black, Asian and minority ethnic people are currently under-represented within the Positive Money network, we would encourage applications from members of these groups.*

*Please note that Positive Money can only accept applications from individuals with the right to work in the UK.*