

# Campaigns Manager (Maternity Cover)

**Salary: £34,237 - £38,325 (depending on experience)**

## Your purpose

This is a critical role in the formed Communications, Campaigns and Public Affairs department. As Campaigns Manager, you will support the Head of Communications, Campaigns and Public Affairs to make oracy education ordinary, co-ordinating and project managing communications campaigns as well as leading content delivery. In doing so, you will play an integral role in ensuring *all* children, regardless of their background, find their voice for success in school and in life.

## Your responsibilities

This is a senior role in the Communications, Campaigns and Public Affairs team, as part of the wider Learning, Impact and Influence directorate

## Campaigns (70%)

- Responsible for developing and delivering integrated campaigns working closely with Fundraising, Marketing, Customer Service and Service Delivery teams.
- This will include, but is not limited to: growing charity awareness, recruitment and retention, growing our advocacy base and policy change campaigns
- Taking a lead role in development and project management, you will deliver our national campaigns and business as usual communications projects
- Utilising matrix management, you'll bring internal and external teams and freelancers together to oversee all aspects of our campaigns.
- Engaging the entire marketing mix, you'll develop, implement, integrate, and evaluate campaigns across various channels, including PR, digital, advertising, and influencer amplification
- Planning, delivering and leading purposeful and planned communications cycles & campaigns
- Delivering and using implementable insights from analysis and user intelligence

## Content and brand (30%)

- Creating, co-creating and commissioning communications materials and content and proactively spotting new opportunities to raise awareness of our work across the sector
- Implementation of the communications strategy and ensuring content constantly delivers against strategic needs
- Spotting reactive opportunities for content creation in line with the communications strategy

## This job is for you if you...

### Have experience in these areas

- Project managing campaigns and business as usual from conception to delivery and evaluation
- Matrix managing projects with staff from across various departments
- Co-creating content with staff from various departments and personally creating multi-channel content in multiple formats
- Using analytics and user intelligence to deliver insights which meaningfully shape campaigns

- Strong eye for detail, including in copywriting and proofreading
- Ability to form excellent working relationships, internally & externally

### You may also have experience in these areas

- Relevant experience in and a strong understanding of the education sector
- Experience project managing in an organisation with staff with content creation responsibilities dispersed across various teams

### Reporting lines

**Reporting to:** Head of Campaigns, Communications and Public Affairs

**Managing:** None

**Where you'll work:** Remote, with travel to our London office and elsewhere for meetings. Occasional overnight stays may be required depending on where you are based.

**Contract:** Maternity cover

## Application details

**To apply:** Send a cover letter and CV to [careers@voice21.org](mailto:careers@voice21.org). The cover letter should address the points in the *This job is for you if you...* section and show how you fit the criteria.

**Closing date:** 5pm Monday 14th October

### Interview date:

First round interview: 16th October

Second round interview: 18th October

**Start date:** ASAP

**Questions:** Head of Communications, Campaigns and Public Affairs, Elizabeth Somerville; [elizabeth.somerville@voice21.org](mailto:elizabeth.somerville@voice21.org)

### Valuing every voice

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We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join Voice 21.