

<b>Job Title:</b>	Campaigns Lead		
<b>Job Family:</b>	Campaigns		
<b>Directorate/Cluster:</b>	Public Engagement and Supporter Growth	<b>Unit/Team:</b>	Campaigns and Communications
<b>Grade and Salary:</b>	Grade E	<b>Contract Type:</b>	<i>Permanent</i>
<b>Location:</b>	GS hub or AAI country office	<b>Budget Holder:</b>	No
<b>Reports to: (incl matrix reporting)</b>	Head of Campaigns and Communications		
<b>Direct Reports :</b>	Digital Organiser; Campaigner, NORAD Modern Slavery Campaigns and Advocacy Coordinator		
<b>Matrix Reports:</b>	No		
<b>DBS (CRB) / Police Check:</b>	Yes		
<b>Role Overview:</b>	<ul style="list-style-type: none"> <li>Responsible for the design, planning and coordination of global popular campaigns, working closely with regional, programmes and fundraising colleagues as well as with interested countries to ensure campaign impact and success. Oversees the global activities involved in these campaigns.</li> <li>Key contributor to the creation of a five-year public engagement strategy to significantly expand AAI's base of popular support in both Global North and Global countries, which will set the overall direction for AAI's global campaigns.</li> <li>Evolves ActionAid's campaign vision, signature and toolbox in response to the changing external landscape, with particular attention to learning from new forms of organising, mobilising and movement-building both in the Global South and Global North.</li> <li>Plays a catalytic role to ensure campaigning opportunities are identified and utilised to push the Federation agenda forward.</li> </ul>		
<b>Areas of Responsibilities</b>	<b>Key Activities</b>		
<b>Strategic Impact and contribution</b>	<ul style="list-style-type: none"> <li>Lead the strategic development and implementation of ActionAid's global popular campaigns. Coordinate a team of countries and other GS heads in programmes, fundraising and regions to develop and jointly deliver public-facing campaigns that are aligned with our overall theory of change, achieve tangible impact, and deliver measurable results in terms of supporter mobilisation and popular organising, brand identity and media visibility.</li> <li>Lead on strategic campaign planning including developing and testing theories of change, political opportunity analysis, setting baselines, stakeholder and audience mapping, and testing public messaging.</li> <li>Together with the Digital Organizer, support countries participating in global campaigns to develop a context-appropriate supporter</li> </ul>		

	<p>engagement plan, integrating online and offline engagement (and, where appropriate, including donating alongside other forms of activation). Develop and implement a global mobilisation strategy that builds on and enhances country plans.</p> <ul style="list-style-type: none"> <li>Functional and general management contribution to the success of the wider Campaigns and Comms unit and the Public Engagement and Supporter Growth cluster as a whole.</li> </ul>
<b>System, Policies and Procedures and Product Management</b>	<ul style="list-style-type: none"> <li>Evolve ActionAid's campaign methods (campaign vision, signature and toolbox) in response to internal lessons learned and the changing external landscape, with particular attention to incorporating innovations from new forms of organising, mobilising and movement-building both in the Global South and Global North.</li> <li>Work with Head of Programmes to improve AAI's tools, procedures and skills for targeting the private sector in advocacy and campaigns.</li> <li>Facilitate cross-Federation learning from campaign experiences as a key way to promote innovation and improvement in ActionAid's campaigns methods.</li> <li>Put in place robust systems for campaign planning, internal communication, delivery and monitoring and evaluation, ensuring these systems support effective, timely cross-functional and cross-country working and reduce transaction costs.</li> </ul>
<b>Issue Resolutions, Crisis/Risk Management</b>	<ul style="list-style-type: none"> <li>Lead the federation in <b>identifying risks</b> that may arise from campaign pushes and develop plans with GS and country colleagues to address and manage them.</li> <li>Identify and creatively <b>resolve multiple conflicts and disagreements</b> among countries and across GS functions on campaign strategy, positions, tactics, decision-making and resourcing, working collaboratively with other GS Heads and Leads to broker compromises while keeping the campaign on course to achieve agreed objectives.</li> </ul>
<b>Communications , Influencing and Coordination</b>	<ul style="list-style-type: none"> <li>Build an effective and motivated campaign coordinating team of country staff and GS staff from other functions, leading the team in co-creation of shared, timebound and measurable goals; and ensuring every person involved is accountable for clear objectives and KPIs.</li> <li>Support countries in developing their national campaign plans aligned to the global campaign strategy.</li> <li>Oversee GS Campaigns team efforts to support members on campaign delivery, including through high quality internal communications, capacity building and facilitation of planning workshops. Contribute to identifying capacity needs and to capacity development.</li> <li>Identify and form effective campaign alliances with key external actors (including youth formations and social movements), and position the federation as a key player on campaign issues. Represent the campaign to high level external audiences and to supporters. Act as a campaign</li> </ul>

	<p>spokesperson and assist the Comms team to identify and promote other spokespeople from across AAI.</p> <ul style="list-style-type: none"> <li>• Build the Federation-wide campaigns community as a dynamic space for innovation, peer learning and mutual inspiration.</li> <li>• Build and strengthen relationships with senior stakeholders in other functions across the GS and Federation (including through strategic capacity-building) to promote increased understanding of and investment in the role of effective campaigns in delivering external and internal change goals.</li> <li>• Participate in external networks and forums to keep up with new ideas and techniques in campaigning and public engagement and strengthen our collaborations with like-minded peer organisations, and share insights with the wider AAI campaigns community as well as GS colleagues.</li> </ul>
<b>People Management</b>	<ul style="list-style-type: none"> <li>• Models and nurtures a feminist and anti-racist leadership culture within own team and wider cluster and GS.</li> <li>• Responsible for recruiting, retaining, developing and performance managing high-performing Leads.</li> </ul>

PERSON SPECIFICATIONS	
<b>Education and Qualifications</b>	<ul style="list-style-type: none"> <li>• Relevant Bachelors or Master's degree or substantial experience in rooted civil society campaigning.</li> </ul>
<b>Essential Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Substantial level of senior experience of developing and implementing international campaigns which have made a substantial impact and are rooted in local and national experiences and contribute to change at that level.</li> <li>• Experience with behaviour change, policy change or political campaign communications strategies.</li> <li>• Ability to work in a multicultural context/environment, engage in social justice activism/advocacy and demonstrate innovative practices</li> <li>• Experience of developing international public mobilisation or engagement strategies online and offline.</li> <li>• Substantial experience of project management in a public campaigning environment and with cross-department teams or in external alliances.</li> <li>• Experience in providing technical support and coaching/mentoring in a cross-cultural and distance learning environment</li> <li>• Demonstrated ability to write simply and persuasively for a lay audience</li> </ul>
<b>Essential knowledge</b>	<ul style="list-style-type: none"> <li>• Sufficient broad policy and political knowledge to assess the political landscape and translate complex policy positions into actionable demands and messages, and map out an effective strategy and tactics for achieving these demands. Able to assimilate and analyse complex information quickly and accurately.</li> <li>• Specialist knowledge of organizing, mobilisation and supporter engagement concepts, tools and techniques.</li> </ul>

	<ul style="list-style-type: none"> <li>Broad knowledge of global social, gender and environmental justice issues and actors. Understands why injustice can only be overcome by strengthening the individual agency and collective power of oppressed groups, and is familiar with at least some of the main approaches to this challenge that have been taken in different geographies and historical moments.</li> </ul>
<b>Essential skills</b>	<ul style="list-style-type: none"> <li>Proven skills in stakeholder management in a multi-cultural context; imaginative, pragmatic and entrepreneurial approach to driving change and achieving results in a complex, decentralised organisation.</li> <li>Demonstrated ability to manage teams and people</li> <li>Excellent organisational and analytical skills and in particular the ability to think and operate strategically in a fast changing campaigning environment</li> <li>Appreciation and ability to work in a multi-cultural context</li> <li>Excellent interpersonal, communication and influencing skills with the ability to inspire and motivate people both internally and externally.</li> <li>Project management skills and skills in managing by objectives, enabling you to plan and coordinate complex multi-country campaign initiatives with many moving parts.</li> <li>Willingness to travel on occasion, sometimes at short notice.</li> <li>Willingness to be on call for campaign actions out of hours, taking turns with other comms and campaigns staff.</li> <li>Feminist leadership skills and attributes, including self-awareness, a positive growth mindset and ambitious drive for collective results, excellent collaboration and team-building skills, commitment to self-care and caring for others, regularly giving and seeking out honest and respectful feedback, and strong commitment to dismantling bias and promoting equity and inclusion.</li> </ul>
<b>Language requirements</b>	<ul style="list-style-type: none"> <li>Proficiency in English</li> </ul>

People Management Responsibility		
<b>Approximate number of people managed in total</b>		<b>2</b>
<b>Team Leader</b>	Coaches team members (at least three) in skills; leads, schedules, allocates and monitors work	Yes

This Job Description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

It is part of every staff member's responsibility to contribute to ActionAid International culture and comply with organisation's values and practice, which are:

- Leading Innovation and Change** Establish a culture of excellence in respective team that values experimentation and continuous improvement
- Feminist Leadership:** Championing feminist leadership principles and values including commitment to diversity and inclusion (race, gender, power)

## **act:onaid** Job Description and Person Specification

- **AAI Values Practice:** Ensure personal and team culture that demonstrates all of AAI values including: Mutual Respect, Equity and Justice, Integrity, Solidarity with People Living in Poverty and Exclusion, Courage of Conviction, Independence and Humility

Prepared by:

Signature

Date:

Reviewed by:

Signature

Date:

Received by:

Signature

Date:

