



Campaign Manager Job Description

- Job Title:** Campaign Manager
- Purpose:** To enable the First 1001 Days Movement to be an effective campaigning alliance that harnesses the power and passion of all its members.
- Develop and manage the Movement's influencing plan, supporting parliamentary champions to persuade the UK Government to value and invest in the emotional and social wellbeing of babies.
- Tenure:** **3 year contract, with intention to extend, subject to funding**
- Reports to** Head of Policy and Communications
- Hours:** 0.7 FTE (3.5 days per week which equates to 26.25 hours Core hours are 10am to 3pm, and Tuesday is a core day. The remaining hours can be worked flexibly across the week, by negotiation.
- Salary:** £35-37k pro rata dependent on experience
- Location:** Home-based within commutable distance from London. This role requires travel to London, and may involve occasional travel across the UK.
- All applicants must be UK residents.

Job Summary

We are seeking an individual with experience in communications and public affairs, to develop the campaigning activity of the First 1001 Days Movement. The Movement is a campaigning alliance of over 200 charities and professionals who work together to inspire, support and challenge decision makers to value and invest in babies' emotional wellbeing and healthy development.

The Movement is hosted by the Parent-Infant Foundation – the only national charity driving the growth and quality of parent-infant teams, across the UK.

This is the perfect role for an organised and motivated individual who shares our commitment to making sure every baby gets the best start in life. You will have the opportunity to build relationships with parliamentarians and leading charities in the sector.

This is a home-based role, working closely with colleagues at the Parent-Infant Foundation, and with the First 1001 Days Movement's Steering Group.

Key roles and responsibilities

Policy Influencing

- Leading the coordination of the Movement, you'll help shape and deliver messages to engage parliamentarians and relay the critical importance of the first 1001 days – from pregnancy through the first years of a baby's life. You'll lead on developing parliamentary briefings, questions and other materials that enable parliamentary champions to advocate for babies.
- You'll monitor parliamentary activity to identify influencing opportunities. You'll keep abreast of the political landscape and policy developments, particularly in early years, health and social care, to inform the campaign. You'll update colleagues, the Steering Group and the wider membership of the First 1001 Days Movement appropriately.
- With support from the Head of Policy & Communications, you'll manage a programme of influencing for the Movement, that makes effective regular contact with key political audiences. This is focused on Westminster and the UK government and may include a party conference engagement programme.
- With support from the Head of Policy & Communications, you will draft consultation and Select Committee responses, policy positions and parliamentary briefings, drawing on expertise in the Movement's Steering Group and the Movement's wider membership.
- You will support and attend occasional MP visits to local services based in their constituencies.
- You will support the Head of Policy and Communications to ensure the effective operation of the All-Party Parliamentary Group on Babies (Pregnancy to Age Two), keeping the APPG website up-to-date.
- You will work with colleagues to embed the voices and experiences of babies and their families, and insights from the services in communications and campaigning work.

1001 days membership engagement

- Working with the Head of Policy and Communications, you will enable the First 1001 Days Movement to grow as an effective campaigning alliance and harness the power and passion of all its members.
- You will manage each member's journey, from initial expressions of interest to their ongoing work with us. We want members to have a great experience of being part of the Movement, to feel heard and valued, and to feel motivated to join in campaigning actions.
- You will draft and manage communications to members of the Movement including email newsletter, social copy and the Movement's website - and (when appropriate) events, forums or surveys.
- You will organise webinars and support First 1001 Days Steering Group meetings, ensuring good governance and supporting collaborative working across the Steering Group.

Experience and Skills

We are looking for a candidate with the following experience and skills:

Subject-specific understanding and experience

1. Experience of working on issue(s) relevant to the first 1001 days, such as maternity, public health, children, families, early years and/or mental health.

Communications and campaigns experience and skills

2. Experience in effective use of email, social media and other campaigning tactics, to build campaigns and engage members/supporters.

3. Experience in working with local services and/or service-users and involving them in communications or campaigning work.

Public affairs experience and skills

4. Experience of working with MPs and understanding of how to motivate parliamentarians to support a cause.
5. Experience in researching and developing evidence-based briefings or consultation responses and producing clear, persuasive written material for policymakers.

Skills and capabilities

6. Outstanding people skills: to build and maintain good relationships with both internal and external stakeholders.
7. Clear and effective verbal skills: to communicate and present information in ways that inspire and engage target audiences.
8. Excellent organisational skills: to plan, prioritise and manage activities across areas of work and multiple projects to meet deadlines.

To Apply for this Position

Applications

To apply for this role please submit a CV and a Supporting Statement to hr@parentinfantfoundation.org.uk

In your supporting statement, please describe why you want this role and demonstrate, with examples, how you meet elements 1-8 of the experience and skills.

Please ensure that your CV and Supporting Statement are each no more than two pages long and that each document is provided as a pdf file.

If you have any queries or would like to discuss the role, please email Head of Policy & Communications tamora@parentinfantfoundation.org.uk

The deadline for applications is Monday 11th May at 9:00

Successful appointment to this post may be subject to satisfactory references.

Interviews

Interviews will take place remotely via Microsoft Teams or Zoom

The Parent-Infant Foundation is committed to diversity and inclusion, and we actively encourage applications from a broad range of experiences and backgrounds. Please tell us if there are any reasonable adjustments we can make to assist you in your application or attendance at interview.