

Gingerbread*

Fighting for single parents and their children

Campaigns Officer

Job specification



Gingerbread, the charity for single parent families, is registered in England and Wales as a company limited by guarantee, no. 402748, and a registered charity, no. 230750.

Welcome



Victoria Benson
CEO, Gingerbread

Thank you for your interest in joining the Gingerbread team. This is an exciting opportunity to join a passionate and inclusive organisation making a real difference to single-parent families across England and Wales.

This pack will tell you more about our charity. It includes details of the role you're interested in, how to submit your application and some background information about our history and the work we're doing today.

Gingerbread is the charity for single parents. If you take the next step of your career with us, you'll be joining a small team who punch above our weight in the impact we deliver. We challenge discrimination, and campaign against the inequalities single parents face. We support single parents by providing them with expert advice and information. And we build connections – providing a support network so that no single parent is ever alone.

There are over 1.8 million single parents in England and Wales. Although the majority of them are working, they're twice as likely to live in poverty as couple parents. And too many single parents experience loneliness, worry and the impact of negative stereotypes in the media and wider society. Gingerbread is leading the fight to create a society where all single parents and their children can thrive. We hope you'll consider joining us.

As you'd expect, we're a family-friendly charity. We offer a supportive team culture and good work-life balance, while delivering impressive results. As a single parent myself, I know how difficult (and rewarding) it can be to be part of a single-parent family. I am passionate about the work we do, as are all the team.

We'd be delighted to discuss this role with you so please get in touch by emailing recruitment@gingerbread.org.uk if you'd like any more information. We look forward to hearing from you.

A handwritten signature in black ink that reads "Victoria Benson".

What Gingerbread does

Gingerbread has supported and championed single parents since 1918. Originally called the National Council for the Unmarried Mother and her Child, we've worked for over 100 years to make sure that single parents are not forgotten.

Our campaigns have led to changes in the law. We've influenced the government and challenged stigma and stereotypes. Our expert advice and information help tens of thousands of single parents every year.

Through our policy work, we ensure that our members' concerns and experiences are taken to the heart of Westminster and our in-person and online communities can be found across England and Wales, providing support and friendship to thousands of single parents and their children.

In 2022, we launched our **latest strategy** with a focus on improving the financial situation and the mental health and wellbeing of single parents.

Our vision

All single parents and their children thrive.

Our mission

We stand with and support single parents to overcome disadvantage, inequality and injustice.

Our values

- **To be brave**
- **To be inclusive**
- **To be trustworthy**
- **To be supportive**
- **To be ambitious**



Working with Gingerbread



Where we work

Gingerbread's office is based in Kentish Town, London; however, our work spans across England and Wales.

Our address is:

Unit B, Mary Brancker House,
54-74 Holmes Road,
Kentish Town, NW5 3AQ

We currently operate a hybrid working environment and support applications from those wishing to work remotely.

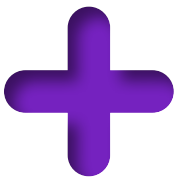


When we work

Staff can work between 7.30 am and 7.30 pm; agreeing a schedule with their Line manager. Most full-time roles are for 35 hours per week, however, some of our teamwork non-standard hours or part-time.

We would also consider other requests for flexible work patterns.

Gingerbread welcomes flexible working requests from day one and has a Flexible Working Policy in place to support the team. While we cannot guarantee that all requests will be approved, we can ensure that they are all carefully considered.



Equal opportunities

Gingerbread wishes to actively encourage applicants from diverse backgrounds, including underrepresented communities and single parents.

To help us monitor the effectiveness of our recruitment, please complete a diversity and equality questionnaire on **MS Forms**. This data is completely anonymous, is stored confidentially by our HR department and will not be seen by the selection panel.

What we can offer you

We offer our staff a wide range of health, wellbeing, lifestyle and financial benefits.

Working culture

- A welcoming and supportive workplace
- Open approach to flexible working requests to support work-life balance
- Free tea and coffee available in the office
- Training and development opportunities
- Two charity days a year to volunteer with an organisation of your choice
- Be part of a team making a difference for single parents across England and Wales.

Money

- A competitive salary that is annually reviewed
- Workplace pension with Aegon (Gingerbread makes a 5% contribution)
- Matched pension increase (up to 2%)
- Interest-free season ticket loan up to £10,000
- Death-in-Service benefit
- Income protection insurance.

Time off work

- Generous annual leave allowance of 28 days plus bank holidays
- Office closure between Christmas and New Year
- An extra day's leave after two years' service
- Day off on your birthday
- Able to buy or sell up to five days of annual leave a year.

Health and lifestyle

- Employee Assistance Programme (Employee advice line and discounts/promotions from leading name brands, restaurants and cinemas)
- Cycle to work scheme to help you buy a bike
- Eye tests and contribution to glasses needed for your job
- Technology loan scheme
- Critical illness cover.

What we can offer you

We are trialing a 4-day week!

Gingerbread is excited to announce that we are trialling a 4-day week until September 2024, with the office closed on Fridays. To maintain essential services, we have reduced our working hours to 30 per week, down from 35 hours per week.

Feedback from single parents to our advice service, alongside our policy research, shows that flexible work is incredibly important to single parents.

Gingerbread employs a number of single parents, and it is important that we lead the way in supporting them and all of our colleagues to thrive at work.

Evidence shows that a 4-day week is good for employers and employees. We want our staff to be happy and able to strike a positive work-life balance. The 4-day week will allow us to do that with no expected loss in productivity.

We know that the Gingerbread advice service is a lifeline to many single parents and it is essential to note that there will be no loss in service - in fact, our advice service will operate for more hours, allowing Gingerbread to continue to offer expert help and advice to single parents at times that work for them.

Our preparation for a 4-day week

We have not embarked on this trial lightly with a considerable planning period before the trial's launch. We met with other not-for-profits who took part in the 2022 pilot to develop a suite of tools that will allow us to monitor the impact of the trial on the organisation, including on staff productivity and wellbeing, and make changes during the trial to maximise its success. We have also produced guidance for managers so they feel able to support their teams and we have set up a working group so that staff can feed into how the trial is run.

What will we do if the 4-day week trial ends?

We will return to a full-time post being 35 hours per week (the rest of the roles will return to their pre-trial hours).

We will continue to be flexible and welcome flexible working requests so staff can ensure the hours work for them.

How to apply



If you have any questions about completing the application form or the application process, please contact the HR team: recruitment@gingerbread.org.uk

[Click here to access the online application form.](#)

The application form is split into three sections:

Section 1

This section asks you to submit your personal details and availability, this section is for HR only and will not be available to the selection panel.

Section 2

Experience and education, this is your opportunity to set out your employment history, relevant experience and training/qualification.

Section 3

In this section you will find questions that will assess your response to competency-based questions.

Candidates are welcome to demonstrate their ability to match the person specification by expanding on how their experience, training and/or qualifications might have provided them with the knowledge or skills required for the role. Successful candidates will be appointed on merit.

We would like to take this opportunity to remind you that you will require an existing right to work in the UK for us to progress your application.

We strongly recommend you review the Gingerbread website before starting the application form.



Job description

Job title		Campaigns Officer	
Hours:	35 hours per week (30 under the 4-day week trial)	Salary:	£32,000 pa
Based at:	Hybrid	Reports to:	Campaigns Manager
Job purpose			
Collaborate with the Campaigns Manager to develop and execute creative, high-impact policy and social change campaigns. Identify opportunities to engage supporters and ensure timely and impactful campaign delivery.			
Key responsibilities			
Campaign development & delivery:	<ul style="list-style-type: none"> Work with the Campaigns Manager to plan and implement innovative policy and social change campaigns, ensuring together that campaigns are delivered on time, within budget, and with maximum impact. Identify and prioritise opportunities to support Gingerbread's mission. Support the overall project management of campaigns. Manage small projects within the broader campaign's framework. 		
Ensuring impactful campaigns:	<ul style="list-style-type: none"> Respond to queries in the campaigns inbox. Facilitate staff engagement in campaigns through internal communications and presentations. Support the monitoring and evaluation of campaign activities and outcomes. 		
Engaging and empowering supporters:	<ul style="list-style-type: none"> Manage the recruitment, onboarding and ongoing oversight of the single parent campaigner group, designing and delivering their journey, with support from the wider team. Be their main point of contact and support. Develop communication tools to engage supporters and amplify their voices in our campaigns. Plan and execute campaigner moments in alignment with the broader campaign plan. 		
Campaign content and resource creation:	<ul style="list-style-type: none"> Create engaging campaign materials, resources and content Develop innovative engagement opportunities for target audiences, both online and offline. Keep the campaign website content up-to-date in collaboration with the wider Policy and Campaigns team and the Communications team. Draft and coordinate campaign communications for supporter emails, social media, and other platforms. Organise and deliver campaign events, such as launches and hand-ins. Lead Gingerbread's digital campaign platform to mobilise supporters to take action. Develop campaign messaging and collateral, including emails, web content, and social media copy. 		
Administration and data protection:	<ul style="list-style-type: none"> Handle administrative tasks related to campaign work, including material production, event organisation, expenses, and travel arrangements. Attend and represent Gingerbread at external meetings to build networks and partnerships. Contribute to team operations by attending meetings and planning sessions. Adhere to and operate within our policies and approaches, including Safeguarding Policies. Undertake other tasks as requested by the line manager. 		
Corporate	<ul style="list-style-type: none"> To take a flexible approach to work and duties within an appropriate level of responsibility, carrying out other duties as directed by the Senior Management Team To actively contribute to organisational cohesion, encouraging cross-team working and a problem-solving approach To work in line with Gingerbread's values and Code of Conduct To take personal responsibility and ensure compliance with corporate policies, including safeguarding, confidentiality, health and safety, data protection and risk management. To support a digital-first and collaborative approach to all work To champion and promote equality and diversity in your work area and the broader organisation. To ensure single parent voice and experience informs the design and development of your work where possible 		

Person specification

Criteria	To be assessed via application	To be assessed at interview
Personal competencies		
Proactive and self-motivated: Demonstrates initiative and the ability to work independently as well as part of a team.	✓	
Adaptable and flexible: Comfortable working in a dynamic environment and managing multiple priorities.		✓
Detail-oriented: High attention to detail in managing projects, communications, and administrative tasks.	✓	
Passionate and committed: Genuine interest in Gingerbread's mission and dedication to contributing to impactful campaigns.	✓	✓
Team collaboration: Strong interpersonal skills with the ability to work collaboratively with colleagues, volunteers, and external partners.	✓	✓
Skills and Abilities		
Strategic thinking: Ability to identify and prioritise opportunities that support Gingerbread's mission.	✓	✓
Communication: Excellent written and verbal communication skills, with the ability to draft compelling campaign communications for various platforms and audiences.	✓	✓
Creativity and innovation: Ability to create engaging campaign materials and develop innovative engagement opportunities for target audiences.	✓	
Organisational skills: Strong organisational abilities.	✓	✓
Knowledge & experience		
Campaigning: Proven experience in planning, implementing, and evaluating innovative campaigns or projects. Familiar with successful campaign strategies and effective tactics that drive engagement and impact.	✓	✓
Project management: Ability to manage small projects within larger campaigns, ensuring they are completed on time and within budget.	✓	✓

Person specification

Criteria	To be assessed via application	To be assessed at interview
Knowledge & experience (continued)		
Supporter engagement: Experience in developing communication tools to engage supporters. Experience of inspiring and motivating supporters to take action to support and deepen their engagement with campaigns for change.	✓	
Digital campaigning: Experience of digital campaign platforms, techniques and creating engaging digital content.	✓	
Understanding of the key issues we work on and of parliamentary processes: Good understanding of issues faced by single parents and parliamentary processes.	✓	✓
Corporate		
A commitment to the work of Gingerbread and to improving the lives of the UK's 1.8 million single parent families.	✓	✓
Able to work confidentially in a digital office, including standard Microsoft Office software packages and CRM bases and identifying opportunities to use digital to improve efficiency.	✓	
Highly developed understanding of the principles of equality, diversity and inclusion and how it affects the organisation.	✓	✓
Availability: Willingness to travel and work flexible hours, including occasional evenings and weekends, to support campaign activities and events.		✓