

## JOB DESCRIPTION

<b>Job Title</b>	Head of Ageism Campaign - Maternity Cover (Job Share)
<b>Reporting to:</b>	Director of Communications & Policy
<b>Location</b>	Central London Offices and Hybrid working to be supported. Expectation that your minimum office attendance will be 6 days per month (pro-rata)
<b>Hours</b>	2 days a week (0.4 FTE 15 hours) Flexible working arrangements supported
<b>Salary Band/Grade</b>	4
<b>Duration</b>	Maternity Cover

### Background Information

Everyone has the right to a good life as they get older and our whole society benefits when people are able to age well. But far too many people face huge barriers, and as a result are living in bad housing, dealing with poverty and poor health and made to feel invisible in their communities and society.

Ageism, including discrimination in employment, stark inequalities in people's health and financial circumstances, chronic underinvestment in helping people to age well and a lack of political focus – are all contributing to this growing and critical problem.

At the Centre for Ageing Better we are pioneering ways to make ageing better a reality for everyone. We aim to inspire and inform those in power to tackle the inequalities faced by older people, call out and challenge ageism in all its forms and encourage the widespread take-up of brilliant ideas and approaches that help people to age better.

Get it right and more of us can experience good health, financial security and be treated fairly and with respect as we grow older.

Help us make sure everyone can age better.

*We are striving to create an organisation that reflects our society and the communities we serve. A workplace where everyone feels empowered and where diversity of background and thought is celebrated. We know there is more work to be done and are committed to continuing to improve our practice around Equality, Diversity and Inclusion.*

## Job Purpose

From the minute we're born, we're judged according to how old we are. These judgements can affect how we're treated and how we live our lives.

This is ageism. It's the most widespread form of discrimination in the UK. And it will impact us all at some point, particularly as we get older. Ageism affects how society sees older people: they're often reduced to offensive stereotypes, patronised, or treated as a burden. And it even affects how we see ourselves. As the years progress, we start to believe what we read, see and hear, and come to think that we're 'past it'.

The Head of Ageism Campaign plays a key role in a small team responsible for planning and delivering a nationwide public-facing campaign to bring an end to ageism in England.

The public-facing campaign is one strand of a wider 'age-friendly' social movement aimed to make people think, feel and act differently about ageing, which will work on a number of levels and with a range of different audiences.

Under the direction of the Director of Communications & Policy and with an expert external consultant, this role is responsible for planning, delivering, measuring and iterating campaign activities that lead to measurable changes in attitudes and behaviour amongst the public.

The campaign will position Ageing Better as a thought leader and expert on ageism in England and mobilise the public and stakeholders around key activity and campaign moments, working at a national, regional and local level.

The postholder will manage a creative agency to deliver a mass marketing campaign including 'always on' PR activity; annual, mass-reach campaign bursts that work across media, advertising and digital channels; and a moment of collective action once a year for warm audiences and ambassadors for the campaign.

They will be responsible for developing the approach to influencing different parts of society and industries, such as advertising, the media, politics and health. They will also act as an ambassador for Ageing Better, leading meetings, presentations, speaking opportunities and media interviews around the campaign and age-friendly movement.

The campaign will work to a clear theory of change and defined outcomes for target audiences based on audience insights research. As well as overseeing campaign plans and delivery, the Head of Ageism Campaign will be constantly reviewing the campaign's impact through commissioning and oversight of external evaluations. Based on evidence the postholder will make recommendations on what activities to continue and provide rigorous evidence of progress towards meeting campaign objectives.

The voice of older people will need to be central to the planning, and delivery of all communications and campaigning activity and the Head of Ageism Campaign will be expected to embed this ethos throughout campaign plans and delivery.

## Specific duties and responsibilities

- Lead the delivery of a national campaigning strategy to bring an end to ageism in England.
- Plan, deliver, measure and iterate campaign activities to bring about measurable attitude/behaviour change amongst target audiences.
- Lead activity to challenge ageism in different parts of society and across different industries such as advertising, the media, politics and health. Identify opportunities for influence, collaboration and partnership working to further campaign aims and impact.
- Deliver integrated comms and marketing plans, working with external agencies and internal comms teams
- Manage creative agency(s), including writing briefs, relationship and performance management
- Embedding voice of lived experience in the campaign's planning, delivery and external activity
- Manage campaign budget(s)
- Support regular reporting to senior team and board of trustees on campaign progress, budgets and impact
- Be an external ambassador for the programme in engagement with senior stakeholders, on public platforms and in the media.
- Manage an evaluation partner(s) to monitor effectiveness of campaign activity and wider impact on attitudes and behaviours around ageing.
- Develop and manage a professional advisory board to support campaign aims and develop effective tactics and approaches
- Line manage an Officer and further posts as campaign activity evolves, as well as project managing
- Develop and maintain knowledge, expertise and understanding of the external policy and stakeholder landscape
- Produce blogs and other written communications, and ensure content on website is relevant, engaging and up to date
- Work with colleagues and stakeholders to identify and broker opportunities for collaboration, develop / initiate new projects and other activities to bring about learning and change in line with agreed strategy

**As a leader in the organisation:**

- Support the Director of Communications & Policy in ensuring the effective use of resources, value for money in procurement, manage budgets effectively and ensure information is provided to support effective monitoring and management of finances and activities in the team.
- Ensure that Ageing Better's work recognises and reflects the diversity of the ageing population and draws on the views of people with lived experience as well as those people most likely to experience inequalities in ageing.

**Act in line with Ageing Better's principles and values**

- Take personal responsibility for safeguarding and promoting the rights of older people
- Comply with our policies and procedures at all times, in particular Data Protection
- Promote and support open and effective collaboration across Ageing Better
- Carry out all duties in a professional manner and in line with our values
- Undertake any other roles or responsibilities that may be reasonably required

**Person specification**

Criteria	Essential	Desirable	How identified & assessed
<b>Knowledge, skills and experience</b>			
Campaigning techniques and approaches to bring about behaviour change around a social issue(s). Understands how to influence public/audiences and move people along a behaviour/attitude change journey.	✓		Application and interview
Understanding and experience of working across the full marcomms mix and use of different channels and platforms to reach audiences.	✓		Application and interview
Experience of movement building including use of ambassadors (lived experience and high-profile individuals)	✓		Application and interview
Experience of effective stakeholder engagement; identifying strategic opportunities for influence, collaboration and partnership working to further impact and aims	✓		Application and interview
Experience of growing audience engagement and reach via a range of channels, particularly digital	✓		Application and interview
Experience of building brand and profile around a similar movement or organisation	✓		Application and interview
Managing advisory boards	✓		Application and interview

Tracking impact and campaign effectiveness - understanding of different impact measurement approaches and techniques.	✓		Application and interview
Managing large, multi-year budgets	✓		Application and interview
Collaborating with people with lived experience / from a diverse range of backgrounds	✓		Application and interview
Working at a senior level in either the voluntary, public or private sector with significant people management experience	✓		Application and interview
Working with senior internal stakeholders, leading teams and reporting at senior level	✓		Application
<b>Personal qualities</b>			
Highly effective team player who is willing and able to share responsibilities in a collective leadership model	✓		Interview
Demonstrates a strong commitment to Equality, Diversity & Inclusion with demonstrable experience of incorporating this into leadership	✓		Interview
Strong commitment to quality and impact of research and evidence.	✓		Interview
Highly credible and commands the confidence and respect of others quickly	✓		Interview
A natural collaborator, networker and convenor who makes connections and brings others together	✓		Interview
Politically astute with ability to demonstrate sound judgement	✓		Interview
Comfortable working independently and with limited direct supervision	✓		Interview