

Job Description

Job Title	Head of Campaigns and Communications	Starting salary and range*	£58,965 - £68,399.
Contract length	Permanent	Hours per week	35
Manager	Director of Fundraising & Communications	Location	Hybrid – 2 days per week in the London Office
Team	Fundraising & Communications Directorate	Responsible for	4 – 6 direct reports
Level of DBS/PVG check required		Standard	

** Freedom from Torture is committed to showing the salary for all advertised roles and not negotiating salaries for roles, in light of evidence that this contributes to structural inequality.*

Our policy is that all appointments will be at the start of the salary range but successful candidates will have the opportunity to move up the scale over time. The progression up the salary range is reviewed on an annual basis and subject to affordability.

Main Purpose	Responsible for leading Freedom from Torture’s campaigning, marketing and communications function to drive influencing success and support the growth of income, activism, awareness and wider organisational priorities across FFT. To develop and implement effective and integrated campaign strategies and tactics in support of the organisation’s influencing goals. To provide strategic leadership across FFTs media, marketing, campaigning and digital functions. Championing a team of experts to ensure Freedom from Torture is seen as a powerful change agent against torture, for a fairer asylum system and in the rehabilitation of survivors of torture.
Scope	A strategic leadership role, crucial to delivering success for campaigning and influencing and in building FFTs profile. Externally focused with a strong understanding of the news and political agenda and able to deliver media, marketing and digital engagement strategies which support the

	delivery of FFTs influencing, income generating and direct services, as well as wider organisational goals. Insight driven and impact focused, the Head of Campaigns and Communications will ensure external communications are delivered with consistent messaging and in collaboration with survivors of torture. As a member of the Leadership Forum, the Head of Campaigns and Communications will work collaboratively with colleagues across fundraising, finance, clinical services and survivor leadership and influencing teams.
Decision making & level of authority	• A senior role, the Head of Campaigns and Communications will participate fully as a member of the organisation's Leadership Forum, working with leaders from across the organisation, including influencing, clinical services and fundraising teams. • Responsible for leading campaign strategy, including developing and delivering tactical activity. • Responsible for managing suppliers, including expert freelance campaigns consultants, digital agencies and creative agencies. • Leading a team of subject matter experts across media, digital and brand and marketing. • Responsible for ensuring all digital engagement activities are compliant with relevant regulation, including data protection. • Responsible for ensuring all activities are delivered within budget. Responsible for annual budgeting and planning for campaigns, digital and communications.

Duties & Key Responsibilities
Campaign Strategy Responsible for leading FFTs campaign strategy development, working alongside policy and survivor activist colleagues to develop ambitious, creative campaigns and engagement plans designed to deliver winnable influencing goals.
Co-production and Participation Facilitate a co-produced and participatory approach to campaign development and delivery, ensuring survivors of torture are meaningfully involved at every stage.
Leadership Lead a team of 4 subject matter experts, providing clarity of direction and unity of purpose.

Collaborate with leaders across the organisation to ensure campaigning and communications supports the delivery of organisational priorities, including fundraising, finance, clinical services, and survivor leadership and influencing.

Digital Marketing & Engagement

Responsible for FFTs digital strategy including social media and digital platforms, leading an insight driven programme of continual improvement, supporting marketing, communications and fundraising success.

Social media: Overall responsibility for FFTs social media strategy, delivered by the Social Media Engagement Digital Campaigns Manager, and Social media activity, reflecting the breadth of FFT's work, will support the growth in income, activism, showcase clinical impact and reflect the lived experience of survivors of torture.

Digital platforms: Overall responsibility, supporting Web Editor, for FFTs website and other digital fundraising, campaigning and engagement platforms to support the delivery of the organisational strategy. Responsible for ensuring that our website is continuously optimised and updated; oversee technical website development and ensure content, training and systems meet the needs of all internal stakeholders.

Media

Responsible for delivering FFTs media strategy, delivered by the Senior Media Manager, to grow FFT's profile as the expert on torture prevention and the delivery of evidence-based trauma therapies to support survivors of torture. Ability to respond quickly to the news agenda, harnessing opportunities to showcase FFTs expertise and impact. Champion opportunities for first person pieces from both survivors of torture and clinicians.

Stakeholder Relationships

Develop collaborative working relationships and understanding of colleagues priorities where campaigning and communications is integral to success. Responsible for high level supplier management and contract negotiation including consultants, digital agency and web developers.

Budgeting, reporting & insights

Responsible for annual development of budgets and operational plans across digital activities.

Responsible for managing budgets, providing regular reports to the Director of Fundraising & Communications and inputting into quarterly Board reporting.

Develop robust campaign impact metrics and reporting structures and advise on activity accordingly. . Responsible for generating insights from digital activity and refining and developing activities to optimise success.

Leadership

Provide leadership to a high performing team of digital content, fundraising and campaigning experts, ensuring the team have clear goals and support to succeed.

For roles with line management responsibility: • Responsible for monitoring and addressing well-being of direct reports and contributing to practices that promote employee well-being organisationally Other responsibilities: • Taking care of own well-being and take advantage of well-being initiatives offered by the organisation to its staff. • Compliance with organisational policies and practices, and attendance at mandatory training. • Any other duties as required by the organisation.

Person Specification

This form indicates which criteria are Desirable or Essential and how this will be assessed

A = Application, I = Interview & T = Test

Knowledge & Qualifications	D	E	Assessed
Extensive knowledge of campaign strategy development and influencing tactics, both through public affairs and parliamentary channels and mobilising the public		x	A, I
Extensive knowledge of digital marketing, mobilisation, social media and website development.		X	A, I
Political acumen, ability to make sound judgements on how to use the political environment for campaign success.		x	A, I
Knowledge of regulations around campaigning and political activity for charities		x	A, I
Knowledge of data protection regulations, particularly GDPR and PECR		X	A, I
Knowledge and interest in human rights and issues affecting refugees and torture survivors	X		
Skills & Experience for this role	D	E	Assessed
Senior level experience in campaign development and delivery		X	A, I
Experience in facilitating co-production and participation involving people with lived experience which enables decision making and meaningful engagement towards a shared influencing objective.		x	A, I
Experience in building or working in coalition partnerships with understanding of opportunities and potential sensitivities or risks	x		A, I
Substantial experience of successfully leading and managing staff, including managers, with expertise in overseeing others' development around digital mobilisation and engagement, and proven ability to coach people to success.		X	A, I
Experience in working alongside policy, media and/or fundraising teams to deliver integrated campaigns or fundraising activities	x		A, I
Strong track record of leading and managing integrated multi-channel strategies (email, social, PPC, offline) to mobilise the public, win campaigns, grow income, and engage broad audiences.	x		A, I
Proven ability to rapidly respond to emerging opportunities. (responding to big news moments through media and digital activity).		X	A, I

Extensive experience of website management, UX, digital analytics and digital content development.		X	A, I
Highly proactive with strong project management skills, able to deliver complex projects with multiple stakeholders.		x	A, I
An effective communicator in both oral and written English; writes in a succinct, structured way and is able to communicate complex issues clearly to non-specialist audiences; a confident copy writer and editor		X	A, I
Experience of budget management and financial planning		X	A, I
Experience of managing external agencies and suppliers		X	A, I
Lived experience of the asylum system/survivor of torture	X		I