

Job Description

Job Title:	Mobilisation Manager
Directorate:	A&O
Reports To (role):	Head of Comms and Campaigns

About the Role

Centrepoin't's mission is to end youth homelessness. Achieving this requires more than delivering services – it means building a movement of people, communities and organisations committed to creating lasting systemic change. Through an evidence-based narrative, we aim to deepen understanding of youth homelessness, inspire support for proven solutions, and mobilise collective action at the scale needed to make a lasting impact.

As Mobilisation Manager, you will work with colleagues across Centrepoin't to develop and deliver campaigns that support the next phase of our strategy. You will play a key role in growing our movement, engaging partners and supporters, and ensuring the voices of people with lived experience are at the heart of our campaigns and influencing work.

We're looking for someone with expertise in campaigning, mobilisation and movement building, who is passionate about centring lived experience and turning insight into action that drives meaningful change.

Key Responsibilities

Design and deliver campaign strategies which seek to position Centrepoin't as a thought leader, support a shift in the cultural conversation, raise awareness and consideration of the systemic solutions, and influence the adoption of policies that can end youth homelessness by 2037.

Develop and deliver integrated campaigns that build our movement, influence government policy and decision-making, and drive the adoption of our solutions. Manage external creative, campaign and media agencies to ensure campaigns are strategically aligned, impactful and delivered to a high standard.

Work with the Policy and Public Affairs team to ensure our campaigns with influencing objectives are aligned to their activity to ensure maximum impact and create the conditions which support policy change.

Track and report campaign performance, measuring impact and defining learnings.

Grow and diversify our network of movement members and campaigners, engaging people beyond the youth homelessness sector to build a broad, active coalition that can take collective action to help end youth homelessness.

Identify and develop opportunities to amplify Centrepoin't's influence through strategic partnerships, working collaboratively with colleagues across the Corporate Partnerships team and the wider organisation to engage partners in campaigning, influencing government, and advancing our mission to end youth homelessness.

Work closely with colleagues in the Communications team to develop and deliver campaigns that embed our new narrative on youth homelessness, challenge the stigma, stereotypes and misconceptions that act as barriers to solutions, and build public understanding and support for the systemic changes needed to end youth homelessness.

Manage the Campaigns and Community Engagement Officer to manage the relationships that will successfully enhance mobilisation and grow support for our campaigns.

Work with colleagues across Fundraising, Volunteering and Supporter Engagement to deepen relationships with existing supporters, creating opportunities for them to take meaningful campaign actions alongside their financial support and become active advocates for ending youth homelessness, and work with the Developer to ensure their digital journey is smooth and effective

Recruit and manage external agencies who are supporting us in campaigning and mobilisation efforts

Essential Experience:

Developing and delivering successful public campaigns that achieve measurable engagement, influence or policy outcomes.

Building and mobilising communities, networks or movements to take collective action around a shared cause.

Engaging audiences beyond an organisation's existing supporter base, building broad coalitions to drive systemic change.

Managing integrated campaigns involving multiple stakeholders, partners and external agencies.

Commissioning and managing external creative, media or campaign agencies.

Working collaboratively across organisational teams to deliver shared objectives.

Using audience insight, evidence and evaluation to inform campaign development and measure impact.

Experience of working with, or meaningfully involving, people with lived experience in the design and delivery of campaigns

Desirable Experience:

Experience of narrative change or behaviour change campaigns that challenge stigma and shift public attitudes.

Developing campaigns in partnership with corporate organisations or other strategic partners.

Experience of working within the charity, public or social impact sectors, particularly in youth homelessness, housing or social justice.

Experience of managing campaign budgets.

Essential Skills :

Excellent campaign planning and delivery skills, with the ability to translate strategy into impactful campaigns.

Strong mobilisation and movement-building skills, with the ability to inspire and engage people to take meaningful action.

Excellent relationship-building and influencing skills, with the ability to build effective partnerships across sectors.

Strong written and verbal communication skills, with the ability to develop compelling messages for a range of audiences.

Excellent project management and organisational skills, with the ability to manage multiple priorities and deadlines.

Desirable Skills:

Knowledge of movement-building methodologies and community organising approaches.

Understanding of government decision-making and influencing strategies.

Knowledge of audience segmentation and supporter engagement.

Understanding of narrative change and framing techniques.

Familiarity with digital campaigning, advocacy and CRM platforms.

Knowledge of youth homelessness and the wider policy landscape.

Essential Behaviours:

Working Together	
Learning Continually	
Engaging with Change	
Understanding our Goals	
Accountability	

Centrepoint Values

All staff at Centrepoint are expected to work according to our six values. Below are examples of the behaviours expected for each of them. These will be assessed at interview and are included here to inform your expectations of the type of person we are looking for to join our organisation.

Integrity <i>We always put the good of young people and Centrepoint first</i> • We commit to living these values in our professional lives at Centrepoint • We work hard to build trust and productive relationships • We are honest and transparent • We confront issues early in a direct and constructive way	Energy <i>We are ambitious for young people and we have relentless drive, commitment and resilience to achieve that</i> • We act decisively, using our energy to deliver and exceed expectations • We understand our strengths and use them to strive for excellence • We have creative optimism and we embrace change and drive it • We have the courage and stamina to make tough decisions and see them through
Humility <i>Our work is a service that supports and challenges each person in our sphere of influence to fulfil their potential and ensure that they are engaged and inspired to perform</i> • We show empathy, sincerity and are servant-hearted in our approach • We are self-aware; continuously seeking to improve and we take full responsibility for our own development • We offer to help without hesitation and ask others for support when we need it	Entrepreneurial <i>We are enterprising and innovative – professional, optimistic and always thinking about how to improve</i> • We are commercially aware and financially conscious • We communicate well and bring people with us • We know and understand our business and the impact of both internal and external forces • We always ask ourselves how it can be done better; we are more ‘why not?’ and have the flexibility to adapt
Accountable <i>We know what we have to do and why. We have high standards and expectations of ourselves</i> • We have a clear direction and are fully accountable for delivery in our area • We take personal responsibility to deliver and exceed expectations • We seek and gain the commitment of others; helping others to achieve what they need to do, by inspecting what we expect. • We celebrate success and reward the right behaviour at the right time; fully supporting the	Focused <i>We deliver for and with young people in a way that is creative, inspiring and enjoyable</i> • We put young people at the heart of all we do • We are mindful of risk, seeking to be risk intelligent • We create a collaborative spirit where people are treated equally with respect • We focus relentlessly on results



**ENDING YOUTH
HOMELESSNESS**

appropriate challenge of inappropriate workplace behaviours	
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