

RECRUITMENT PACK

CAMPAIGNS MANAGER

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JOB DESCRIPTION



KEY INFORMATION



Job Title and Code

Campaigns Manager (BDCH6239)



Department/Team

Marketing & Communications



Location

Battersea, London (hybrid)



Salary & Grade

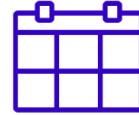
£45,900 per annum

Grade C1



Hours

35 hours per week, but we're always happy to discuss flexible working, part time hours and job share arrangements



Duration

Permanent

ABOUT THE ROLE

Battersea's new organisational strategy comprises three core pillars: Prevent, Support and Care, and focuses on increasing our impact by helping more dogs and cats.

Under the Prevent pillar, we will be focusing on tackling upstream the causes of poor dog and cat health and welfare in the UK. We will use our voice as a leading animal welfare charity to inform, engage and influence the public, the media and decision makers about key issues affecting the health and welfare of dogs and cats, and mobilise them to take action to bring about positive change.

This includes addressing the ongoing demand for animals with extreme characteristics and cosmetic mutilations and tackling unscrupulous breeding. We will also seek to evidence and find solutions to address the causes of dog bite incidents and increase the number of pet friendly properties, to ensure that people who rent their homes have the right to ask to keep a pet.

By doing this, we believe that we can improve the lives of many more dogs and cats - and that fewer will need to come into our care for preventable reasons.

The Campaigns Manager is a new role that will help us to lead positive change through driving forwards our public campaigning strategy, working closely with colleagues in Policy & Public Affairs and Communications who will focus on governmental and media audiences respectively, as well as expert teams across Battersea.

The postholder should have a background in public campaigning, with experience of delivering a strategic programme within a charity setting. The role requires expertise in driving human behaviour change as well as excellent stakeholder engagement and collaboration both internally and externally.

RESPONSIBILITIES

	Estimated % time
Driving the planning and development of the campaigning programme, through collaboration with Policy & Public Affairs and Comms colleagues and in line with Battersea's Our Voice and wider organisational strategies.	25
Managing the overall delivery and integration of Battersea's public campaigning activity to drive the desired impact, informed by research and insight and targeting specific identified audiences, through working with Marketing & Communications teams, agency partners and sector colleagues.	25
Engaging with Operational, Clinical, Marketing & Comms and other colleagues to secure timely expert input and resource that ensures plans and activity are aligned to Battersea's brand, policies, based on animal welfare best practice and grounded in on site experience.	20
Working with Insight and Impact to monitor, evaluate, refine and report on activity to maximise impact.	10
Keeping up to date with societal, sector and campaigning trends, building networks and staying connected to the animal welfare and wider charity sector to inform our campaigning approach, seeking opportunities to collaborate where appropriate.	15
Co-ordinating the programme budget and expenditure in line with approved plans, including forecasting, monitoring and reporting, working with Finance, Governance, Risk & Compliance.	5

The above job description is intended to be an outline of the duties and responsibilities for this role. This is not an exhaustive list, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role and grade.

PERSON SPECIFICATION

ESSENTIAL

- Expertise and experience in leading and managing the development of planned and responsive public-facing campaigning and human behaviour change activity to deliver measurable positive change in line with long-term strategic ambitions.
- Experience of and skill in building networks, collaborating and establishing effective ways of working with colleagues and third parties towards a common goal.
- Strong interpersonal and consultative skills, including the ability to engage, communicate, present, negotiate, influence, galvanize and build credibility with multiple stakeholders at all levels, including internal teams and external partners.
- Demonstrable experience of effective and efficient project management, including project governance, leading and administering working groups, impact measurement and reporting, ensuring compliance and adherence to Battersea's policies and procedures and identifying, assessing, prioritizing, and managing risk.
- Experience and capability of managing and prioritising a significant workload across multiple, complex areas and tasks in a changing environment with tight deadlines, whilst maintaining attention to detail.
- Experience of keeping abreast of trends and change within society and relevant sectors, with the ability to identify and respond to challenges or opportunities, whilst utilising evidence and insight to underpin decision-making.

DESIRABLE

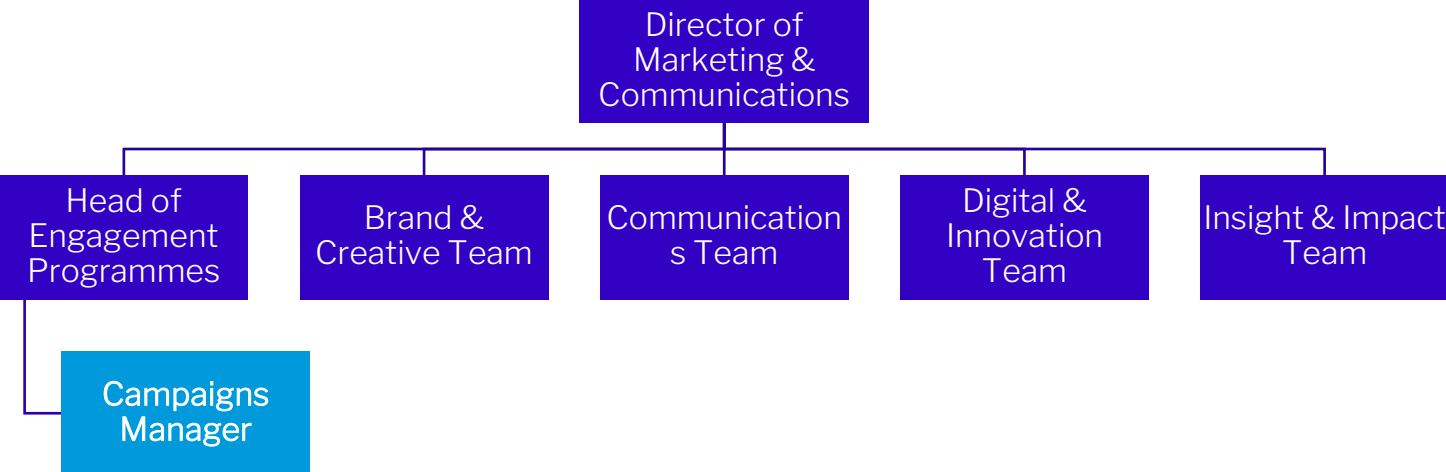
- Experience in delivering or contributing to demonstrable, positive change.
- A collaborative, can do and agile approach, with the ability to motivate and mobilise others.
- Experience of dealing with sensitive issues, with empathy and resilience.
- Commitment to ensuring, supporting and advancing diversity, equity and inclusion within programme goals.



HYBRID WORKING POLICY

We operate a hybrid working policy, with our office-based staff splitting their time between site based and home working. We believe this enables our office-based staff to maintain the benefits of home working, while allowing for collaboration and interaction with our animal-facing staff and maintaining a connection to our cause. As such, you'll be expected to work in our Battersea office for at least 50% of your working week.

POSITION IN THE TEAM



YOUR APPLICATION



KEY DATES



Closing Date

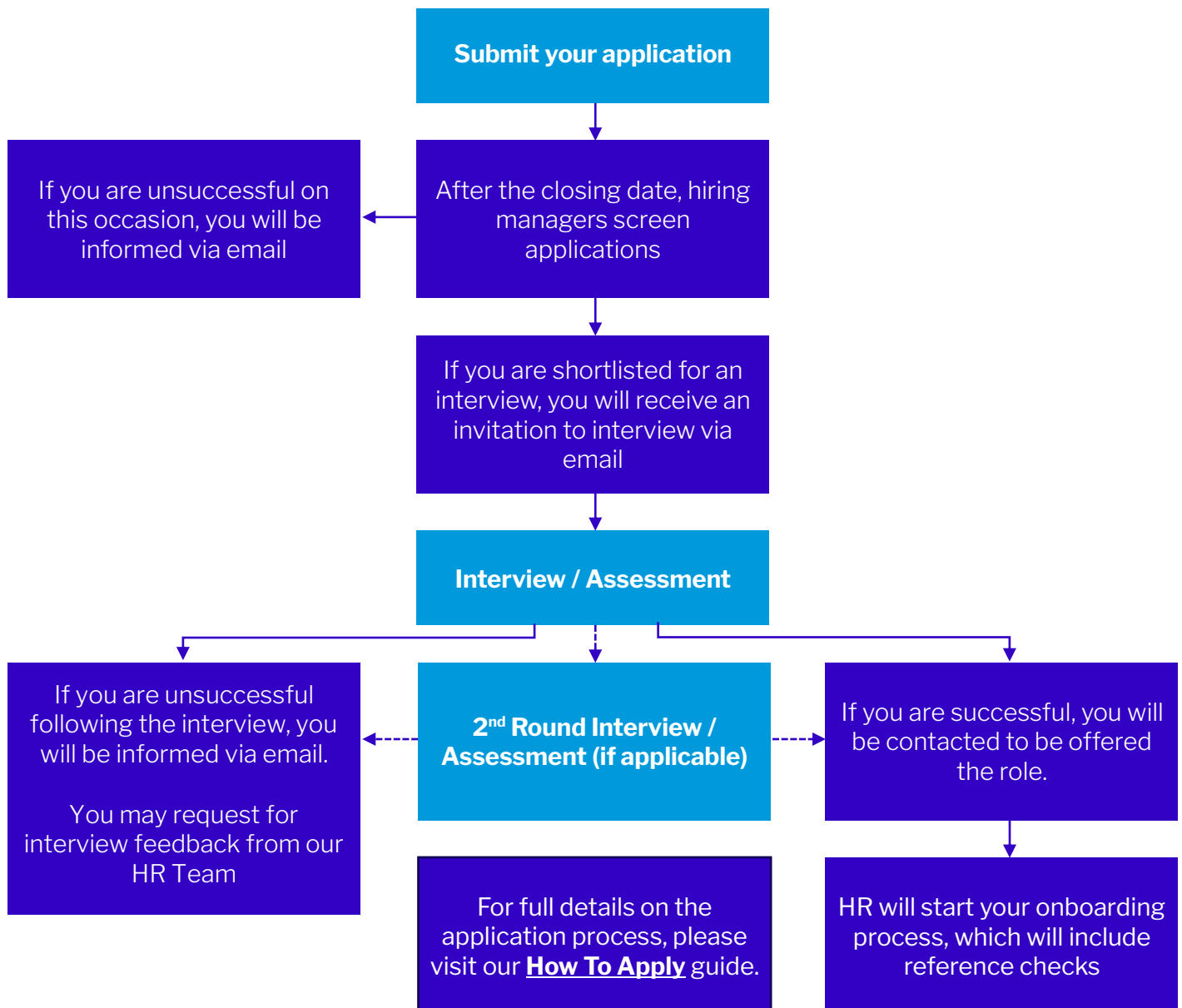
9th March 2025



Interview Date

18th – 20th March 2025 (1st round);
25th March 2025 (2nd round)

APPLICATION PROCESS





COMPLETING YOUR APPLICATION

The information below is provided to support you with completing your application.

- Our application forms will ask you for:
- Employment History
- Educational History (which is non-mandatory)
- Either a supporting statement of no more than 1000 words; or
- Responses to short-answer questions.

The statement and short-answer responses are a very important part of your application. This is your opportunity to showcase your knowledge, skills and experience, and how this relates directly to the person specification for the role.

Please provide specific examples where possible and demonstrate your key achievements. You might also consider referencing Battersea's key values in your application (for more on these values, please see the Life at Battersea document).

Once your application is complete, we encourage you to provide your diversity monitoring information. Whilst this is entirely voluntary, completing this information will form part of an anonymised data set to help us understand, measure and take action to ensure our processes are inclusive. Your information will remain confidential, be held in line with GDPR requirements and will not be used to determine whether you are shortlisted for any role (s) you apply for.



DIVERSITY AND INCLUSION

OUR COMMITMENT

We are committed to providing a welcoming and inclusive experience for all staff, volunteers and trustees and those hoping to join us. We operate an anonymised shortlisting process and actively seek to ensure our process is fair and equitable for all.

We understand the value of diverse voices, perspectives, and experiences to help us deliver even more for our dogs and cats, and we welcome applicants from all sections of the community.

WORKPLACE ADJUSTMENTS

As a Disability Confident Committed Employer, we will also ask about any adjustments you may need at the application and/or interview stage. And, if you are offered a role with us, we'll talk to you about any workplace adjustments you may need to help you perform at your best. If you would like to talk more about this, please contact 020 3887 8341 or email jobs@battersea.org.uk

REQUIREMENTS FOR WORKING AT BATTERSEA

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK. For details on which documents can be used to certify your right to work, please refer to [Prove Your Right to Work](#)

DATA PROTECTION

The information you provide in your application will be used by Battersea Dogs and Cats Home to assess your suitability for the role you have applied for.

Any special category information (such as information relating to ethnicity or sexual orientation) you choose to provide will only be used by Battersea to monitor and report on diversity and equality of opportunities. The provision of this information is entirely voluntary and will not be used in determining whether you are shortlisted for the role you have applied for.

Further information about how we protect and use your personal data is set out in our [Job Applicant Privacy Notice](#) or contact our Data Protection office at DataProtection@battersea.org.uk



BATTERSEA

HERE FOR EVERY DOG AND CAT

BATTERSEA DOGS & CATS HOME

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Battersea is a charity registered in England and
Wales (206394)

Patron HRH The Duchess of Cornwall GCV
President HRH Prince Michael of Kent GCV

