

An aerial photograph of a city street featuring a prominent zebra crossing with white diagonal stripes. Several pedestrians are captured in motion, crossing the street. Long, dark shadows are cast across the pavement, indicating a low sun position. The overall scene is a high-angle, top-down view of urban activity.

# Economic Change Unit

**Recruitment Pack 2024**

**Director of Advocacy and Campaigns**

## Economic Change Unit

# Director of Advocacy and Campaigns

Are you passionate about building a more inclusive, sustainable and resilient economy? Do you have substantial experience of influencing policy and political debates through advocacy, communications and campaigning?

ECU is a small, dynamic non-profit working to transform the economy so that everyone has the freedom and security to live a good life.

We are looking for a highly effective political strategist and operator, someone with exceptional political judgement and understanding of how to shift public debates and secure policy change.

You don't need to be an economic policy specialist, but you must be adept at analysing and communicating complex issues, and at devising and delivering highly strategic and adaptable multi-stakeholder influencing programmes.

You will be a key part of ECU's Senior Management Team, representing us externally, managing staff, and contributing to organisational effectiveness and impact. Communication and relationships are central to this role.

This is a permanent, senior role in an inspiring, high-impact, people-centred organisation. It is a chance to shape UK policy, politics and the media to ensure that debates are grounded in robust economic analysis, and that policy decisions rise to the scale and urgency of modern societal challenges.

Closing date:

**9am, Monday 28th October 2024**

**For questions on the recruitment process or to  
arrange an informal discussion about the role:  
[recruitment@econchange.org](mailto:recruitment@econchange.org)**

Thank you for your interest in the Economic Change Unit.

# Contents

- Contract information** ..... 3
- About you** ..... 3
- About the role** ..... 4
  - Job Description - Key Responsibilities ..... 5
  - Person Specification ..... 6
  - Benefits ..... 8
- How to apply** ..... 9
  - Interview information ..... 10
- About ECU** ..... 10
  - Our Values ..... 12
  - People, Culture & Structure ..... 12
  - Equity, Diversity & Inclusion ..... 13
  - Our Funding & Finance ..... 13
  - Our Track Record ..... 14
- How to get in touch** ..... 15

# Contract information

<b>Contract type</b>	<b>Permanent</b>
<b>Hours</b>	<b>Full time</b> (our standard working week is 32 hours)
<b>Starting Salary</b>	<b>£63,596 - £67,496</b> per annum (depending on experience)
<b>Location</b>	<b>Hybrid</b> , but must work from ECU's office in Vauxhall, London, every other Wednesday and be prepared to attend meetings in London up to 3 days per week
<b>Reports to</b>	<b>Executive Director</b>
<b>Line reports</b>	Head of Strategic Communications, Policy & Programme Lead

## About you

We are seeking a highly effective political strategist and operator with substantial experience of devising and delivering impactful influencing programmes and securing real-world policy change, including experience of public campaigns.

You will have exceptional political judgement, and a highly sophisticated understanding of how political change happens and how civil society actors can most effectively influence policy and political and media debates.

An excellent communicator and relationship-builder, you will bring significant experience of building and maintaining relationships with diverse stakeholders, including senior leaders and decision-makers.

You do not need to be an economic policy specialist, but experience and proficiency in analysing and fluently communicating complex technical policy issues are essential, as is a deep commitment to ECU's vision and purpose.

A people-centred leader, you must enjoy working collaboratively and in an agile way, as part of a small, dynamic team, and be up for rolling up your sleeves and playing a key role in delivery, including working occasional evenings and weekends.

# About the role

The Director of Advocacy & Campaigns leads ECU's work delivering impactful influencing activities to increase support for, and adoption of, 'new economy' proposals by political decision-makers. This is a broad and varied role and the emphasis on different aspects will vary according to the political calendar and the flow of projects and campaigns.

## You will be responsible for:

- Leading on political intelligence-gathering, horizon-scanning, and analysis of economic and other relevant policy and real-world developments, debates, opportunities and risks.
- Strategic oversight of our two flagship influencing programmes, ensuring delivery of impactful advocacy, campaigning, communications, and convening activities to advance programme objectives:
  - **Invest in Britain:** A new campaign aimed at securing a substantial uplift in UK public investment for climate actions, public services, and just transition.
  - **Stop the Squeeze:** A coalition campaign focused on tackling the structural economic issues underlying the cost of living crisis, bringing together 56 organisations from the new economy, climate, poverty and trade union sectors.
- Overseeing ECU's strategic communications function, ensuring high-quality, timely content and analysis in **New Economy Brief**, our weekly digest of economic policy news, and building readership amongst target audiences.
- Identifying and devising new influencing interventions and programmes which advance ECU's strategic objectives and complement and support the work of our key allies in the UK new economy movement and other allied civil society sectors.
- Helping with fundraising to ensure sustainable funding streams commensurate with ECU's strategic ambition.
- Managing the team responsible for the influencing strand of ECU's work, which currently includes a Head of Strategic Communications and two Policy & Programme leads (one of whom is line managed by the Head of Strategic Communications).

## Job Description

# Key Responsibilities

### Political Strategy, Policy & Influencing

- Lead on political intelligence-gathering, horizon-scanning, and analysis of economic and other relevant policy and real-world developments, risks and debates to identify opportunities to advance ECU's strategic and programme objectives.
- Provide overall strategic leadership for ECU's influencing work, overseeing development and delivery of comprehensive, high-impact programme strategies combining policy and political analysis, multi-stakeholder advocacy, communications and campaigning activities.
- Oversee ECU's strategic communications function, working with the Head of Strategic Communications to ensure the function is delivering agreed targets and identifying opportunities for evolution of ECU's strategic communication role.
- Oversee convening activities with advocacy leads in partner organisations, to increase the effectiveness and impact of the UK new economy movement.
- Work with the team to identify and devise new influencing interventions which advance ECU's strategic objectives, and which complement and support the activities of our key allies in the UK new economy movement and other allied civil society sectors and movements.

### External Relationships

- Build and maintain relationships with key individuals and groups in Government, Parliament, Whitehall, business, trade unions, media, academia and civil society, helping to foster a network of strategic allies for ECU and our key partners.
- Build and maintain strong relationships across the broad range of organisations and individuals in the new economy movement, particularly senior staff leading on political strategy, policy, advocacy and communications.
- Represent ECU externally, including at public and private conferences and other events with key stakeholders, as well as in the media where appropriate.

### Fundraising

- Support the Executive Director to strengthen funder relationships, identify and cultivate new donors, draft funding applications and report on grants.

## Team & Organisation

- Provide excellent line management to 1-3 staff (currently one Head of Strategic Communications and one Policy & Programme lead).
- Work supportively and collaboratively as part of the Senior Management Team, helping to ensure effective organisational planning, strategic development, policies and ways of working.
- Oversee a robust and effective Monitoring, Evaluation and Learning framework for the influencing team's activities, ensuring strong tracking and analysis of impact, identification of key learnings, and their integration into future plans.
- Produce high-quality reports on the influencing team's activities and impact for ECU's board, and attend relevant Board and sub-committee meetings.
- Deputise for the Executive Director as and when required.

## Person Specification

### Essential Attributes, Skills & Experience

1. A highly sophisticated understanding of how political change occurs, including the workings of Westminster and Whitehall, the role of the media in driving change, and the importance of understanding how different political actors are perceived by political decision-makers.
2. A track record of successful political influencing work, translating strategic vision into concrete plans, and applying political insights and intelligence to advocacy, campaigning and communications activities in an ongoing way to secure policy and/or legislative change.
3. Significant experience of working on complex, technical policy issues, and a proven ability to get up to speed quickly on such issues and communicate them effectively to political and media audiences.
4. Significant project development and project management experience, with the ability to devise complex projects with multiple workstreams, and deliver them with pace, adaptability and responsiveness - moving quickly to adapt plans when new opportunities arise.
5. Outstanding interpersonal and influencing skills, with experience of building and managing relationships with a wide range of stakeholders, including senior leaders and decision-makers, and of developing political intelligence networks and working constructively in broad and diverse coalitions.

6. Excellent spoken and written communication skills, including experience of producing high-quality, engaging reports, press releases and other external content tailored for a range of audiences.
7. Demonstrable leadership and team-working skills, including ability to motivate and support others, and willingness to 'pitch in' at all levels of work.
8. Experience in the development and delivery of a public campaign strategy.
9. Deep commitment to ECU's purpose and values (set out below).
10. Willingness to occasionally work evenings and weekends, and to undertake domestic and overseas work trips on occasion.

### **Desirable Skills & Experience**

1. Understanding of key contemporary economic policy debates in the UK and on the global stage, and of ideas and proposals for how to build a more just, sustainable and resilient economy.
2. A strong network of relationships in Westminster and/or Whitehall, which could have been gained through working in Parliament, the media, the civil service, or in a trade union, charity or NGO.
3. Knowledge and experience of monitoring, evaluation and learning in a policy context.
4. Experience of fundraising and an understanding of the nature and constraints of funding provided by charitable foundations.
5. Experience of being a media spokesperson.
6. Experience of line managing staff.



# Benefits

## Working Hours

We follow a **shorter working week**, with a 32-hour standard working week. All full-time members of staff currently work an 8-hour day Monday-Thursday, but there is some flexibility around this.

## Time

Our flexitime policy allows employees to choose, within certain limits, when to begin and end work. Employees should be available for meetings during the core business hours of 9.30-12 in the morning and 2-4pm. Employees are free to complete their remaining hours when they choose.

## Inflation & Salary Progression

We implement an annual cost of living increase as standard unless there are significant affordability concerns due to organisational funding constraints. Unless there has been significant underperformance, there is also an automatic annual movement up the band scale for all employees in reflection of their increased experience in their role. Unfortunately, we are unable to provide further salary progression once employees reach the top of their pay band.

## Pension

Our nominated pension provider is **Nest** and we match your pension contributions up to 7.5% of your qualifying earnings.

## Annual Leave

We offer 21 days holiday per year (pro rata), plus bank holidays and an additional period of paid leave in between Christmas and New Year (usually 3 days).

## Training

All staff have an annual learning and development allowance (currently £1k per year) for investment in work-related training and development. We also offer an ongoing programme of team-wide training.

## Wellbeing

We currently have an employee wellness programme which includes access to **Classpass**, access to virtual and in-person therapy, and a **contribution** to some health and dental treatments (this may or may not continue, depending on funding).

## Location

All staff are required to work from the office every other Wednesday and we encourage everyone to come in most Wednesdays to strengthen cross-team relationships and collaboration. There are additional requirements to be in London for certain roles, including this one. Staff can request other flexible working arrangements, e.g. term-time working or temporary changes in location.

# How to apply

To apply please complete [this form](#) by: **9am, Monday 28th October**

## You will be asked to:

- Create an application ID - your initials and two numbers e.g. AA54
- Upload responses to the following questions:
  - Please tell us why you are interested in this role at the Economic Change Unit (300 words).
  - Please tell us about an impactful political influencing programme that you have delivered, including what research and factors informed it, what impact it had, and what learnings you took from its implementation (500 words).
  - Please tell us about a couple of the most important political dynamics that you think ECU should be prepared for over the next year, and why they might affect our chances of advancing our agenda (400 words).
- Upload a copy of your CV (max 2 pages saved as a PDF with your application ID as the file name). Please remove all references to your name (including your email and social media handles).
- Respond to the four declaration questions.
- Respond to the equal opportunities monitoring questions.

If you have any questions about the application process, or if you require adjustments to assist your application, please email:

[recruitment@econchange.org](mailto:recruitment@econchange.org) as soon as possible.

# Interview information

The closing date for applications is: **9am, Monday 28th October**

First interviews will take place on **Tuesday 12th** and **Wednesday 13th November**. These will be online, using Zoom. To help you prepare, we will send you the interview questions a few days before your interview.

Second interviews will take place on **Wednesday 20th November**. These will be held in person in central London. You will be required to prepare a presentation for this second interview. If you reach this stage, you will be able to claim an honorarium of £150 for your preparation time. We will share instructions when candidates are invited to interview, and then share the interview questions a few days before the interview. This second stage will include another formal interview, and also an informal meeting with other members of the staff team.

We assess applications based on the criteria in the person specification above. The assessors review responses to the initial application questions anonymously. If you are not invited for an interview, this means your application scored lower relative to others.

Due to the volume of applications we usually receive, we regret that we are unable to offer feedback at the initial application stage. We will offer feedback to all candidates who are invited to interview.

## About ECU

Founded in 2018, the Economic Change Unit is a small, agile, people-centred non-profit organisation focused on convening and campaigning for economic systems change.

Our vision is of **a fair, sustainable and resilient economy where everyone has the freedom and security to live a good life.**

We believe that the UK's economic model is profoundly unjust and unsustainable. It drives a complex web of intersecting economic, environmental, social and political harms, including poverty, inequality, ecosystem destruction, increasingly severe climate impacts, social polarisation and the weakening of our democratic institutions.

This model is hurting people and communities here in the UK and also many people and communities across the global South. This is because of the UK's colonial history, and the role of our government in preserving an international system which enables the ongoing exploitation of, and extraction of wealth from, countries across Africa, Asia and Latin America.

## Our mission is to accelerate the transformation of the UK economy by:

- Building support for 'new economy' ideas in politics and society to ensure economic policy rises to the scale and urgency of modern social and environmental challenges.
- Growing the power and impact of the movement of progressive think tanks, campaigners, academics and others who share our goal of economic systems change.

## Our strategic aims for the period 2022-2026 are:

1. **Change-making:** Deliver impactful influencing activities to increase support for, and adoption of, new economy proposals by political decision-makers.
2. **Movement Power & Effectiveness:** Build the breadth, strategic alignment, connections and effectiveness of the new economy movement and its accountability to directly affected people.
3. **Movement Allies & Resources:** Grow the new economy movement's network of influential allies, and help secure a sustained, major increase in movement funding.
4. **ECU Effectiveness:** Ensure ECU has the people, skills, resources, policies and infrastructure needed to deliver this strategy with maximum effectiveness and impact, and in full alignment with our values.

# Our Values

The core values which guide us are:

**Humility:** To be most effective, we believe we need to be brave, humble, patient, and low ego. This means constantly reflecting, seeking feedback, and not being afraid to fail.

**Solidarity:** Our commitment to fairness is a proactive one – meaning we will work in an ongoing way to challenge injustice and to dismantle systems of oppression.

**Kindness:** We are committed to assuming best intentions, treating everyone with kindness and care, and working to build understanding and bridges across differences.

**Collaboration:** We believe we will only win the change we seek if we build broad-based, powerful alliances with people from a wide variety of backgrounds and perspectives.

We aim to fully embody these values in our individual behaviours, our team culture, our organisational activities, and our ways of working with external stakeholders.

## People, Culture & Structure

We currently have seven members of staff (6.6 full-time equivalent). Our aspiration is to grow to around 10-12 people. We value agility and cross-team relationships and collaboration, so we don't plan to grow much bigger than that.

This is a really exciting time to join, as we move from a focus on clarifying our role, strengthening our foundations and building out our priority programmes, to driving forward these programmes and delivering impactful real-world change.

We aspire to a highly inclusive, caring, and supportive organisational culture with an emphasis on sustainability, wellbeing and learning, and supporting staff to thrive and grow in their roles. We also have a big focus on participation, ensuring that wherever possible team members have a voice in decisions that affect them and their work.

We are governed by a board of Directors who are responsible for setting the overall organisational strategy and budget, ensuring the management and mitigation of risks, and carrying out their legal duties as company directors.

## Equity, Diversity & Inclusion

We are committed to becoming a more inclusive workplace with a diverse staff body. We believe this is essential to our effectiveness as an organisation and our ability to fulfil our mission.

We recognise that people face systemic oppression based on factors including their gender, class background, ethnicity, sexual orientation, age and disability. We know that people with certain backgrounds and characteristics are underrepresented in our team and in the wider new economy movement, and we're committed to doing what we can to address this. We are committed to working proactively to dismantle these systems of oppression and ensure equal opportunities for everyone, regardless of their background.

We welcome applications from people of all backgrounds, and would particularly like to encourage applications from the following groups who are currently underrepresented in our sector: people who are Black, Asian or from other marginalised ethnic backgrounds, and people who are working class or from a working class background.

For this role we are reserving at least 20% of interview slots for people of colour, and 20% for people from working class backgrounds. Your application answers will be scored using the following system: 5 - Excellent; 4 - Good; 3 - Acceptable; 2 - Poor; 1 - Very poor; 0 - Didn't answer the question. To access the reserved slots candidates must attain a minimum score of '3 - Acceptable' for all three answers to the initial application questions. We are open to assisting with childcare or other duties that may prevent candidates from attending an interview.

Please note that we conduct anonymous shortlisting (with CVs and responses to questions anonymised). This means we ask applicants to create an application ID (your initials and two numbers) to use instead of your name. Please see ['How to Apply'](#).

## Our Funding & Finance

We are a not-for-profit company and receive all of our funding from charitable and philanthropic trusts and foundations, largely in the form of 1-3 year grants. All of our current funders are listed on our website. Like most small campaigning organisations, our secure financial pipeline usually extends approximately 12 months into the future. It is a strategic priority to grow and diversify our funding base, and to extend the secure funding horizon.

# Our Track Record

Despite being a relatively young organisation, we have already established a strong track record of impact through our programmes. Key achievements include:

- **Bringing together the Stop the Squeeze campaign**, a coalition of 56 civil society organisations from across the new economy, climate and poverty sectors and delivering an ongoing series of impactful campaign interventions which have helped keep the cost of living crisis high on the political agenda, e.g. this impactful piece of **public opinion work** on the importance of the cost of living to voters.
- **Growing understanding of 'new economy' ideas and analysis through New Economy Brief** (NEB), our weekly economics email digest which disseminates high-quality and timely economic policy analysis to an audience of political influencers and decision-makers, including Parliamentarians and their staff, and mainstream media journalists.
- **Helping secure the Government's 2022 'Energy Price Guarantee' scheme** by commissioning **research** to strengthen the policy case and undertaking advocacy and communications to build awareness of it. The resultant decision by the UK government in September 2022 to freeze the energy price cap applied to 29 million households, and the government estimated that it saved the typical household £1500.
- **Playing a key role in shifting the mainstream media narrative** around key fiscal policy moments, including halting mainstream media repetition of the government's misleading 'fiscal black hole' narrative ahead of the November 2022 Autumn Statement, and the 'fiscal headroom' narrative ahead of the March 2023 Spring Budget and the November 2023 Autumn Statement.
- **Launching a funded anti-oppression learning journey** for the leaders of UK civil society organisations focused on ideas, policy and influencing for economic systems change, to support these organisations to strengthen their diversity, representation and anti-oppressive practise, in order to increase their impact.
- **Strengthening diversity and representation in the new economy movement**, by providing fundraising support to various small, volunteer-led new economy organisations led by people from marginalised groups, enabling them to employ staff, build their foundations and deliver activities.

## How to get in touch

If you have any questions about the application process, if you require adjustments to assist your application, or if you would like to arrange an informal discussion about the role please email [recruitment@econchange.org](mailto:recruitment@econchange.org) as soon as possible.