**JOB DESCRIPTION**

**Job title:**  Head of Campaigns and Advocacy

**Grade:** £49,834 (awaiting news of possible cost of living uplift on April 1st)

**Hours:** 60-100% (This is a full-time role- 36 hours per week, but we are open to applications from those looking to work 21 hours or more per week)

**Reporting to:**  CEO

**Staff Reporting:** One Campaign and Advocacy Officer and one Policy and Advocacy Officer

**Finance Managed:** Project budgets

**Job Purpose**

To lead the campaign and advocacy work for London TravelWatch, in close collaboration with the Head of Communications. Manage and mentor the two Campaign/Policy and Advocacy officers and embed digital and traditional campaigning techniques in the work of the whole organisation. Expand the effectiveness of London TravelWatch and further the interests of people travelling in London by increasing the effectiveness of our campaigning.

**Key Tasks and Responsibilities**

1. As a member of the London TravelWatch Management team, contribute to the overall direction and management of the organisation’s work.

2. Manage the performance of individuals in the Campaign and Advocacy team and ensure that the team works efficiently and effectively. Contribute to the development of an inclusive, collaborative and accountable working culture.

3. Work in close collaboration with colleagues in the Communications team, to make sure that campaigns and their associated communications join up for maximum impact.

4. Identify campaign opportunities; support colleagues to develop campaign ideas; and oversee the writing of detailed campaign project plans. Oversee the delivery of campaign and advocacy projects. Report back on agreed campaign objectives and lead on evaluating projects during delivery and on completion.

5. Identify opportunities to work in partnership with other organisations to achieve our campaign aims. Develop relationships with people in a wide range of organisations who we might ally with.

6. Participate in media interviews.

7. Give advice to the CEO and Board on campaigning opportunities, strategies and tactics.

**Skills and Competencies**

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| Knowledge  | * Knowledge of London’s Transport systems, from a consumer standpoint, and of the issues that arise for people travelling in London
* An understanding of how to create change in society, both politically and socially
* Knowledge of how to use social media to help win campaigns
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| Equity, Diversity and Inclusion | * The ability to work inclusively with colleagues
* An understanding of how transport policy decisions impact disadvantaged or marginalised groups
* Demonstrable experience in leading EDI initiatives at work
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| Experience | * Demonstrable experience in leading and winning campaigns
* Experience in leading and co-ordinating research to create the evidence base needed to win campaigns
* Ability to critically evaluate key information and translate it into simple and persuasive campaign materials
* Experience of working with communications teams to further campaigns
* Networking skills and a proven ability to create and run diverse coalitions
* Ability to work to tight deadlines
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| Management and Leadership | * Experience of steering others’ action and giving people direction
* Experience of applying agreed corporate standards and ensuring consistency of approach
* Ability to juggle competing priorities and keep projects moving towards desired outcomes
* Capability to monitor and manage other people's performance
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| Relationship building  | * Ability to maintain effective working relationships with colleagues in London TravelWatch and stakeholder organisations
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| Political Judgement | * Ability to develop an understanding of the politics at work across London’s transport and government organisations, and associated stakeholder bodies
* Knowing what is most critical for London TravelWatch
* Ability to judge when comment is necessary to enhance or protect the organisation’s reputation and brand
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| Influence | * Ability to put the case persuasively, particularly in public debate
* Ability to build alliance and consensus in groups with a diverse agenda
* Ability to represent the London TravelWatch agenda convincingly
* Ability to write clear, impactful reports
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| Communication skills | * Effective listening skills, to understand what others are saying and get to the heart of issues
* Ability to put things in clear, simple, tonally appropriate language so that others can understand and relate to what is communicated.
* Ability to write in a variety of styles to appeal to different audiences
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| Efficiency and order | * Ability to organise own work effectively and in an orderly way
* Ability to prioritise multiple workloads and meet deadlines
* An efficient and orderly method of work
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| Thinking skills | * Ability to give clear responses, even when under pressure
* Ability to think creatively about a broad picture
* Ability to analyse the key issues and their implications for transport users
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| Teamwork | * Experience of and preference for team working
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