**Recruitment Pack**

**Campaigns Manager**

Jan 2019

**1. Overview**

The Wheel is Ireland’s national association of community and voluntary organisations, charities and social enterprises. With over 1,400 members we are the leading representative voice in the sector and a supportive resource that offers advice, training and influence for the sector. Visit www.wheel.ie for more information.

In 2019 we mark our 20th year of serving and supporting Ireland’s voluntary sector.

Our focus is to strengthen the capacity and capability of community and voluntary organisations, charities and social enterprises to effect positive social change

We are driven by our vision of a thriving community and voluntary sector at the heart of a fair and just Ireland. Our core belief is that people, through their active participation in the work of community and voluntary organisations, play a critical and effective role in improving and enriching life in Ireland. We believe that the societal value created by the community and voluntary sector is a unique, precious and transformative contribution that benefits all of society; and we believe that a strong, vibrant, independent and autonomous community and voluntary sector is critically important for sustaining a fair and just society and a healthy democracy.

1. **Strengthening the sector’s voice**

We are now half way through our current strategic plan *Stronger Charities, Stronger Communities (2017 – 2020)* which has ambitions targets for deepening the organisation’s impact as the leading voice of the sector. Over the last two years this has involved: a rebranding exercise both in tone, language and visual identity; an increase in public affairs, media and communications work; and enhanced linkages and engagement with our membership base.

We are now making an investment in our public policy and communications teams and recruiting the new role of a Campaigns Manager[[1]](#footnote-1) to help us build significantly enhanced understanding amongst the public, policy-makers and key stakeholder groups about the importance, significance and value of Ireland’s voluntary sector.

If you are a talented individual, with campaigning and communications in your blood, and passionate about positive social change achieved through community andn voluntary organisations, social enterprises and charities, then we want to hear from you!

This is an exciting opportunity to be exercise your leadership through joining forces with the national representative organisation for the sector – one with a 20-year track record and big plans for the next 20 years.

**3. Job description[[2]](#footnote-2)**

POSITION: Campaigns Manager

OFFICE BASE: Dublin

REPORT TO: Director of Public Policy

LINE MANAGER FOR: Policy Officer

OVERALL PURPOSE & LEVEL:

The overall purpose of the work will be to positively influence public opinion and win policy change to strengthen trust and support and support for our sector whilst maximising member mobilization and engagement. This is a new role and t will evolve over its first year .

The post holder will be at the level of ‘Manager’ in The Wheel which is a level reporting directly to a member of the senior management team (SMT), in this instance, the Director of Public Policy.

WORKING RELATIONSHIPS:

The post holder will be a member of the *Public Policy Team*, reporting to the *Director of Public Policy* and working alongside the other new role of *Policy Officer.* Key to the success of this role is a strong/effective working relationship with the Communications Manager. Thepost holder is also expected to have excellent working relationship with fellow colleagues, other managers and the senior management team.

The post-holder will need to develop and maintain positive professional relationships with a range of community and voluntary sector stakeholders and with statutory agencies and departments in their day to day work. S/he will also be expected to develop and maintain good relationships with local and national media.

S/he will support the Director of Public Policy to develop & maintain these valuable relationships in pursuit of the interests of The Wheel and its members. S/he will work in The Wheel in such a way as to encourage the best from, and support the efforts of, others.

MAIN RESPONSIBILITIES & DUTIES:

The primary focus of the work will be to maximise the effectiveness of the community and voluntary sector’s voice through identifying, driving and delivering campaigns that achieve the public policy objectives set, and which maximise member mobilization and engagement.

The responsibilities include, but are not limited to the following:

* Identify campaigns / topics that are of priority in order to meet our policy objectives (with Director of Public Policy).
* Drive and project manage campaigning (targeted at members, the public, politicians as needed), including associated public relations and media strategy as appropriate.
* Coordinate and drive all local, national and European election related member-mobilisation campaigns.
* With Director of Public Policy, form and support campaigning coalitions on agreed campaign topics to include relevant members and external stakeholders as necessary. Includes development of relationships, coordination, and project management.
* Develop and deploy campaign messaging across multiple communications channels and coherent with The Wheel’s brand positioning.
* Proactively and collaboratively liaise with The Wheel’s Communications Manager around media engagement, production of campaign materials and collateral, and effective social media campaign elements.
* Plan, coordinate and implement media and event campaigns on public policy objectives, synchronizing and integrating necessary public affairs actions with other initiatives – in coordination with the Director of Public Policy.
* Draft and place regular authoritative Opinion Pieces for relevant spokespersons (CEO and Director of Public Policy) relating to campaign topics; draft and place press releases relating to campaign topic and proactively engage media and social media - includes transferring content as appropriate to blogs, website content, emails and other forms of communications and engagement with members and stakeholders.
* Strategic engagement with the media and continuously building strong and supportive relationships (a shared responsibility with Communications Manager).
* Respond authoritatively to media developments on a day to day basis - working in close collaboration with internal communications team.
* Manage content in the news area of the website; practively ensure website and other content channels contain accurate, fresh and compelling content relebant to public policy objectives and campiagns.
* With the Director of Public Policy, represent The Wheel authoritatively in other collaborative campaignsm and/or public policy related fora or projects as necessary.
* Provide line management, supervision and support to assigned staff in line with The Wheel’s HR strategy and organisational culture.
* Link The Wheel’s Managers and other team members into an effective internal campaigning team to assist in identifying opportunities for increased impact.
* Support the CEO and Director of Public Policy in their public-policy spokesperson roles for The Wheel.
* With the support of the Business Development team be cognisant and actively open to opportunities to find funding, and funders who can support the campaigning, advocacy and research work of The Wheel.
* Undertake any other tasks that are needed, and which are aligned with The Wheel’s purpose and mission, to support the deliver of the public policy and communications objectives.

**4. Person Specification**

**Essential Experience & Knowledge:**

Campaigning and influencing:

* At least five years experience and demonstrable ability to develop, manage, deliver and monitor significant policy-change or bahaviour-change campaigns.
* Experience of using research within campaigns and communications.
* Experience of mobilising local people and groups to take action.
* Experience of developing and managing a network of contacts at all levels, including building new relationships and representing an organisation at events.

Communications:

* A proven ability to develop and deliver high impact messages and content.
* Experience of writing engaging campaigning material, and communicating complex and sensitive issues to a non-specialist audience.
* Excellent face to face presentation skills.
* Experience of local and regional media interviews.

Management skills:

* Experience of leading complex projects and managing their time, quality and budgets over a multi-year time frame.
* Staff, contracts and volunteer management experience.
* Experience of public sector and charity partnership work (at local or national levels).

**Skills and Abilities Required:**

* Confident personal style, able to communicate with a range of audiences, including local community organisations, national charities and everything in between as well as with business, media, elected politicians, charity trustees etc. using written, verbal and presentation skills.
* Ability to problem-solve, think of creative solutions and choose a range of options to solve problems in project management and relationship building scenarios.
* Strong ability to think strategically and execute tactically.
* Creativity and an ability to generate engaging campaign messages.
* Networking, relationship building, diplomacy and interpersonal skills.
* An ability to see opportunities and connections between current initiatives and developments in the policy landscape.
* Ability to work effectively on own initiative.
* Must be capable of working as a team player; be highly motivated, enthusiastic and bring people with you.
* Commitment to and understanding of working within a voluntary organisation in an inclusive manner.
* A strong understanding of the importance of The Wheel’s role in building understanding and appreciation of the importance and value of civil society and public-benefit nonprofits.
* High motivation, positive disposition and flexible attitude in response to organisational change and development.
* Excellent ability to use all standard computer software, as well as standard social media platforms e.g. LinkedIn, Facebook, Twitter.

The Wheel uses a Behavioural Competency Framework as a key cornerstone of its performance management processes. The priority behavioural competences identified for this role are:

**Problem Solving**: Seeks solutions and builds on others’ suggestions, working in a collaborative manner; Tenacious in solving the problem, even if it’s outside own area of responsibility; Stimulates new thinking and approaches.

**Collaborative Working**: Leads formal and informal teams in a way which values the diversity of experience and opinions and builds a sense of ‘team’. Provides encouragement to colleagues after setbacks. Helps others to work collaboratively.

**Leadership**: Using a future narrative, explaining the ‘why’, creating an excitement to go forward; Communicates ‘where to’ with clarity and zest.

**Quality**: Actively develops and improves systems and procedures to manage information and shares these with colleagues. Arranges support where development needs are identified; Monitors work to ensure standards are kept high.

Successfully shortlisted applicants will be provided with the Behavioural Competency Framework prior to interview.

**5. Terms & Conditions**

This is a full-time permanent position with The Wheel.

The Wheel both offers and expects flexibility in terms of hours and location of work for a role such as this and the remuneration and benefits package offered reflects this.

The Wheel has a salary-band framework and a detailed Remuneration Policy and every employee will be provided with a ‘Total Rewards Statement’ that outlines all of their benefits.

The annual gross salary for this role is in the range of €44,000 - €50,000 depending on the knowledge and experience of the person who occupies it, and will be decided accordingly. This contract is for a 36-hour week and salary is payable monthly in arrears.

Other benefits include:

* A 6% employers contribution to a company contributory pension scheme (subject to a 4% employee contribution)
* Annual Leave of 25 days
* Closure of the office on Good Friday, Christmas Eve and the entire Christmas / New Year period which comes additional to annual leave entitlement
* Death in Service benefit of four times salary
* Further Education / Training investment programme
* Professional subscriptions (as applicable)
* Travel (bike-to-work schemes/tax saver commuter tickets)

This position is based in Temple Bar, Dublin 2. This role will require travel outside Dublin on regular occasions which is reimbursed according to our expenses policy. It is estimated that the role will require overnight accommodation away from home as part of the normal duties, and the pattern of this may vary, but will be in the control of the post-holder to set. Additionally, the role requires participation in meetings which can occur in the evenings and at weekends.

A complete list of all the terms and conditions will be made available to the candidate offered the role through The Wheel’s Staff Handbook.

The Wheel is an equal opportunities employer. Shortlisting will apply.

**6. How to Apply**

Applications **only** on The Wheel’s official application form to Sinead Vaughan at: [sinead@wheel.ie](mailto:sinead@wheel.ie), stating clearly that it relates to the ‘Campaigns Manager’ role.

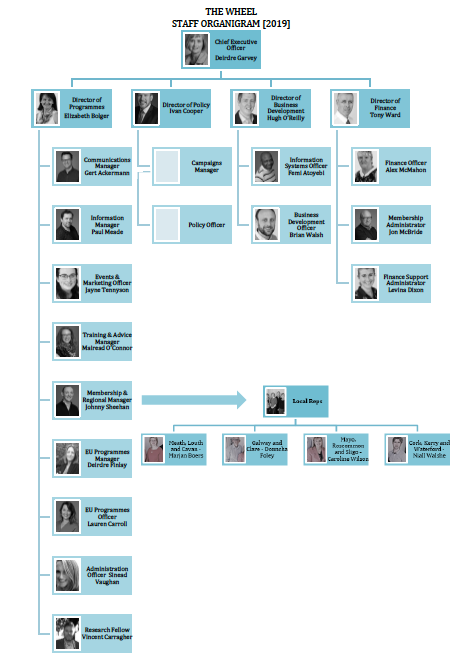
Only those who complete the official application form will be considered for the position.

**Closing date for applications: 1pm on Monday 28th January 2019.**

**7. Important Dates**

Closing date for applications:  1pm on Monday 28th January.

All applicants should note that first interviews will be held on Wednesday 6th February. Should a second round of interviews for prospective candidates be required, it will take place on the morning of Wednesday 13th February.



1. *Two other new roles have also been created: 1) Policy Officer, which will be advertised in January 2019; and 2) a Communications Manager, which has been filled already internally.*

   [↑](#footnote-ref-1)
2. *There may be some small amendments to the document before the post-holder commences their role. These will not significantly alter the primary responsibilities of the roles as outlined here.*  [↑](#footnote-ref-2)