

DIRECTOR OF CAMPAIGNS & ENGAGEMENT

Our Director of Campaigns & Engagement leads us in developing effective campaign and advocacy strategies for the adoption of NEF's ideas by policy-makers in the UK. This role provides direction and critical challenge to all projects across the organisation to ensure they can deliver change.

The Director understands and communicates the political landscape and movement context, and assesses which strategy for winning change is most appropriate at which time.

This Director leads our campaigns and organising work and our external engagement and communications to shift the public debate, build powerful coalitions for change and influence decision-makers.

The Director of Campaigns & Engagement works particularly closely with our Director of Research and Chief Economist to ensure that our work has a positive impact on public policy and practice.

The Director of Campaigns & Engagement is a key member of the senior management team, sharing in the strategic leadership of the organisation, leading our campaigns and organising teams, and line managing heads of the campaigns, organising and communications teams.

JOB DESCRIPTION

Campaigns & advocacy

- Develop and oversee effective campaign and advocacy strategies for NEF that can impact on public policy to shift decision-makers towards new economic ideas and involve a range of partners at all levels.
- Lead on delivering these strategies, ensuring that individual programmes and projects:
 - are aligned with our theory of change,
 - seek to build effective alliances to win change
 - have tangible impact and influence.
- Provide expertise and guidance for colleagues in building effective campaign and advocacy tools and approaches into their work.
- Lead on building the advocacy capacity across NEF and providing support to colleagues in using effective approaches to engage the public and influence policy makers.

Organising & movement building

- Direct and oversee our organising & movement building work at NEF, including mobilising partners around common goals at key campaign moments to create impact.
- Work with our organising team and external partners and allies to develop organising strategies.
- Lead on people-led policy making at NEF, ensuring we engage the people most impacted by the changes we seek in the development of policy ideas.
- Build the capacity of our organisers to work with a wide range of groups and organisations to build support for new economic ideas.

External engagement & communications

- Share, with the Chief Executive and other Directors, in raising NEF's profile and being a leading voice and advocate externally for NEF's agenda.
- Build and engage NEF's network of partners and supporters at the national, regional and local level to create powerful alliances for change.
- Support the Head of Communications & Digital and Head of Communications & News, particularly in their roles devising, developing and implementing communications strategies for NEF's work.
- Work with the Heads of Communications to ensure that our external communication is aligned with and supports our advocacy and campaigning strategies for the organisation to deliver change.
- Produce regular articles and blogs and represent NEF in the media across our policy brief.

Fundraising

- Give leadership to the development of large-scale, programmatic fundraising bids consistent with securing NEF's position as a think tank capable of shaping public policy.
- Provide support and input to the development of thematic fundraising bids led by heads, and review these to ensure that bids are of a high quality.
- With other directors, hold strategic fundraising relationships on NEF's behalf and manage relationships with senior stakeholders in key trusts and foundations.

Organisational leadership

- Lead colleagues in successfully advocating, campaigning and organising for NEF's ideas and policies.
- Play a visible leadership role in NEF and participate actively in meetings of the senior management and leadership teams.
- Engage with the board of trustees and contribute to its meetings.
- Lead in the delivery of NEF's strategy and key objectives within our organisational development plan.
- Lead in ensuring the effective operation of NEF in line with our policies and values, and the wellbeing of colleagues.

PERSON SPECIFICATION

Essential aspects are shown in bold. Aspects not in bold are desirable but not essential.

EDUCATION & QUALIFICATIONS

- **A degree or equivalent level of work experience in a subject with knowledge and skills applicable and transferable to this role.**

KNOWLEDGE & EXPERIENCE

- **Established excellence in campaigning, organising or advocacy at all levels.**
- **Knowledge of mapping movements and political landscapes and the ability to assess which methods will be most effective at which time, given the available levers.**
- **Record of building partnership and alliances with others to deliver tangible change.**
- **Practical experience of working in a think tank, campaigning organisation, government (at a local or national level), other NGO, trade union or other organising institution.**
- **Experience of organisational leadership and managing others.**
- **Demonstrable experience of successful fundraising.**
- **Experience of dealing with the media, shaping the news agenda and delivering messages that cut through.**
- **Thorough understanding of the value of good project design and sound financial management in order to ensure successful project delivery.**
- Understanding of how communities, institutions and movements have worked in a sustained way to bring about radical change, including a knowledge of community organising and change movements.
- Knowledge and interest across a range of new economic thinking and policy.

SKILLS & ATTRIBUTES

- **The ability to develop and implement an effective organising, campaigning and advocacy strategy.**
- **The ability to represent an organisation across a range of media and to present new economic thinking compellingly and credibly.**
- **Strong relationship-building, facilitation and influencing skills.**
- **The ability to set standards, provide guidance, and create and maintain processes to support colleagues to deliver work to a consistently high standard.**
- The ability to lead, develop & negotiate with to design and deliver effective joint campaigns.

MOTIVATION

- A commitment to bringing the most-affected parties into policy-making and advocacy, and removing barriers to participation.
 - A desire to develop an organisation's ability to engage the public, campaign and deliver change.
 - Commitment to bringing about change in the economy and society in line with the new economy movement.
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- A commitment to working in a movement-generous way.
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