

Campaign Manager (Education) – maternity cover

The #iwill campaign was launched in November 2013 thanks to the leadership of HRH The Prince of Wales and the UK's three main political parties. By 2020 the campaign aims to close the socio-economic gap in social action participation whilst reaching over 60% overall participation among 10-20 year olds across the UK. We describe social action as 'young people taking practical action in the service of others to create positive change'. Examples include caring for someone in the community, providing peer support online, volunteering for a charity, campaigning or fundraising for a specific cause. You can read more at www.iwill.org.uk



By taking part in social action, young people are able to strengthen their communities as well as develop their character and skills producing a double benefit. We want every young person to have the chance to fully participate and create a habit for life.

Leaders from across society are supporting the #iwill campaign by:

- Spreading the word about the benefits of youth social action
- Embedding social action in the journey of 10 to 20 year-olds
- Creating fresh opportunities for high quality youth social action

Over 700 organisations from business, education, public and voluntary sectors have made tangible pledges towards the #iwill campaign. #iwill is coordinated by 'Step Up To Serve', a small charity set-up to run the campaign until 2020.

Dynamic, collaborative, fair and challenging are Step Up To Serve's values and the #iwill campaign ethos, which underpin our work. We are looking for individuals that can relate to and believe in these values with their approach to work.

We are seeking a proactive and motivated individual with a passion for youth social action to become our Campaign Manager (Education Sector). This is an exciting opportunity for a results driven individual to work within a small team working collaboratively with a wide range of stakeholders from across business, government, education institutions, faith groups, youth organisations and voluntary groups.

Job Description

Job Title: Campaign Manager (Education)

Contract: Maternity cover to ideally start in July 2017 for a period of 6 months with possibility of extension.

Location: Central London

Annual Salary: £34,000-£45,000 pro-rata

Job Summary: The Campaign Manager (Education) will be responsible for developing and implementing the campaign's strategy for embedding social action in young people's education journey with members of the #iwill Education Steering Group. The 2017 goals are focused on inspiring more Primary School leaders to get their students started early on their social action journey; empowering as many of the leaders in the UK Secondary Schools serving the highest proportion of students on Free School Meals and 371 UK colleges as possible to embed social action into their culture and practice.

Main areas of responsibility:

- Continue to develop and deliver the campaign's strategy for embedding social action in young people's education journey in partnership with a range of cross-sector stakeholders and taking into consideration the available evidence/data and young people's voices.
- Work with colleagues and partners to measure the success of the campaign's education work using a range of sources, including the National Youth Social Action survey, partner-led or bespoke measurement of outcomes where possible, and pledge updates
- Build stakeholder engagement plans and lead the engagement of current and new stakeholders from across the education sector as well as other sectors towards achieving the campaign's education strategy.
- Work with the campaign's lead partners in Scotland, Wales and Northern Ireland to build engagement with the education sector.
- Manage the campaign's Education steering group focused on this area of work, planning and running the group's meetings and all communications and working closely with Trustee and [Education steering group](#) Chair, Dame Julia Cleverdon.
- Co-lead the campaign's joint embed steering group of education and business partners, planning and running the group's meetings and all communications.
- Manage the campaign's existing [education pledges](#) and lead the drive to secure additional pledges of support that contribute to the campaign's strategy
- Input to the campaign's governance structures, ensuring effective decisions are made to support the delivery of this strand of the campaign's strategy.
- Key areas of the strategy that the manager will work on include: embedding social action into Primary Education, Secondary Education, College and FE Education; influencing system change that encourages youth social action in education settings, through building effective partnerships with Departments for Education and Inspectorates
- Facilitate #iwill partners to plan and lead effective delivery of events relevant to the education priorities of the campaign.
- Effective briefing of partners, [Trustees and Advisory Council](#) members when necessary.
- Contribute to the campaign's communications, including writing pieces for newsletters, delivering presentations or speeches at events and developing key messages relating to the campaign's educational strategy; focusing on where partners can play this role as much as possible.
- Line management of team members, consultants and/or contractors may be required over time, although initially there is no line management.

- Play an active part in supporting the campaign's objectives, which may include working on other areas of the campaign's strategy as appropriate, including project working with team colleagues and partner organisations from all sectors.

These priorities may shift as the campaign strategy evolves over time. As we are a small team, we need someone in this role who is happy to work flexibly and collaboratively across the priorities of the campaign as required.

Person Specification:

The post holder will be expected to demonstrate evidence of the following skills, capabilities and experience:

- A demonstrable understanding and passion for youth social action, preferably having been involved in youth social action as a young person or adult volunteer.
- Experience of working in education either as a practitioner or in a strategic/policy role.
- An understanding of the role of education, across different contexts and ages.
- Proven ability to work well in a team, and to develop excellent interpersonal working relationships at all levels.
- Strong project management skills, with experience of managing multiple stakeholder groups across different priorities and projects as well as experience in scoping projects.
- Proven influencing skills across diverse stakeholders at all levels, with an ability to achieve results through others and a collaborative working style.
- Ability to build strong relationships with new stakeholders and engage new audiences.
- Effective communicator (written and oral) across diverse audiences.
- Strong organisational skills, being able to manage multiple tasks and liaise with multiple stakeholders independently.
- Excellent ability to review information and use it to inform planning and practice.
- Ability to plan and prioritise own workload and that of others, driving collaborative action towards ambitious goals.
- Demonstrates critical thinking, excellent problem solving & analytical skills.
- Ability to synthesise input from multiple sources and effectively scope activity in partnership with a range of stakeholders.
- Comfortable in questioning and bringing fresh perspectives that may challenge assumptions, and in being challenged by others in the interests of generating transformational change.
- Comfortable working in a fast moving and complex environment.
- Proficient IT skills, including use of MS Microsoft Office programmes to facilitate effective analysis of complex problems and create effective presentations.

Hours of Work:

Contracted hours are 37.5 hours per week Monday to Friday, core office hours 9am-5.30pm but we can offer flexible working arrangements. The role requires, within reason, such hours as are necessary for the proper fulfilment of the duties, and to meet unexpected or urgent demands, to be worked. The team is based in Central London where you would be expected to attend internal meetings and travel across the UK may be required in order to fulfil the objectives of the role.



Terms of contract:

You will join on a Fixed Term maternity cover contract, ideally from July 2017 for a period of 6 months with possibility of extension. We are happy to consider secondments, provided that the full term will be honoured by the seconding organisation. Additional benefits include holiday entitlement, flexible working and time off for personal social action.

How to apply

Applications consist of CV and cover letter, no more than two A4 pages each. Please name these files with your full name + CV or CL (for Cover Letter) where relevant. Subject of email to be: Full name + job position you are applying for. Send to Sophie (sophie.drechsler@stepuptoserve.org.uk) by **12pm 8th May 2017**.

Interviews will take place on 16th May in central London. Please ensure you are available for an interview on that date (though we are happy to consider a Skype interview as appropriate).