



# ADVOCACY ACADEMY

## **Director of Organising and Campaigns**

Information For Prospective Applicants

### **CONTACT FOR ENQUIRIES**

[recruitment@theadvocacyacademy.com](mailto:recruitment@theadvocacyacademy.com)

## SUMMARY

**Position Title:** Director of organising and campaigns

**Level:** Level 8

**Salary:** £55,000-65,000

**Reports to:** CEO

**Location:** Liberation centre Brixton, London (New office)/ Remote working within the UK with 3 days work from our office

**Contract:** Fulltime, part-time (4 days weekly minimum), job-share will be considered/ fixed-term contract for 2 years, with potential for extension and role expansion (part time contract or job share will be considered).

**Hours:** TAA has flexible working hours, with some expected evenings and weekends due to the nature of the role. All extra hours are reimbursed as Time off in Lieu (TOIL).

**Start date:** ASAP

**Benefits:** TAA laptop and phone, (with additional insurances, employee assistance and health cash package including staff supervision, counselling, dental, optical care and more.).

**The Advocacy Academy is an activist youth movement.** We serve as the political home for grassroots youth organising and the catalyst for collective action. The lives of the young people we work alongside have been directly shaped by living in an unjust world, and we exist to turn their anger into action.

**Young people are often the catalysts for major social change**, from the Student Nonviolent Coordinating Committee at the heart of the Civil Rights Movement, to the Soweto Uprising mobilising young people to resist the apartheid regime's education policies, to the Sunrise Movement redrawing the electoral map across America, and more recently encampments and protests across the world protesting the genocide in Palestine. **How successfully they achieve real and lasting change depends on whether they are organised and whether they have the right strategy and tactics to be effective.**

This year marks The Advocacy Academy's 10<sup>th</sup> anniversary. We have reached over 15,000 young people, have over 250 active members and 7 live campaigns. Having built the foundations of our movement, we are looking to the next stage of our growth. The coming years will see the development of our first institutional campaigns co-created across our whole movement, and the expansion of our work with local partners and campaigners across the country. If all goes to plan, **we envision a national infrastructure that accelerates youth campaigns which will shake the nation, and builds the power of young people to shape our politics for decades to come.**

We want our young leaders to win and to build real power across the UK that ensures that the generations that follow aren't just inheriting our mess, but are equipped and ready to fix it. That's why we are looking for someone to be the engine behind our strategic campaigns. **We are dynamic, ambitious and a little bit spicy.** We are looking for someone to join us who is as passionate as we are about building the world as it should be. If you're a campaigner who's fired-up by the idea of building the infrastructure for youth organising in the UK, and **if you want to change the balance of power and propel young people's campaigns to make lasting change, we can't wait to meet you.**

Before you skim the job descriptions, **please remember you don't have to tick all the boxes for each role to apply. Charity experience is not a requirement!** We all experience a bit of imposter syndrome, including the staff here at The Advocacy Academy. Let's name it for what it is - a manifestation of the oppression many of us face on a day to day. If this role pulls you and you believe you could make a difference, then apply anyway or reach out to us to discuss more!

# AREAS OF RESPONSIBILITY

1. **You will be accountable for the Campaign & Organising strategy within TAA**, including but not limited to:
  - A. Working with the SLT to set the strategic objectives and direction of your department in relation to the broader growth of the organisation ensuring appropriate resources, KPIs and relevant tools are in place to assess progress and make judgements on priorities
  - B. Investing in building an impactful team, supporting the ongoing development of your staff team, making sure that consider the balance of capacity, resource and skills within your team
  - C. Taking the lead on decision making and problem solving for all considerations relating to the programmes team, working with the CEO and SLT around overlapping projects
  - D. Understanding the impact of socio-economic and sector specific changes that could impact the department
  - E. Supporting the CEO with the management and mitigation of organisational risks by escalating issues within your department in a timely manner and supporting them with problem solving.
  
2. **You will be responsible for setting the direction of travel, development and growth for campaigning and organising within the Movement** for young people who have come through an entry programme/ are members of our Movement:
  - A. You will ensure that the core components of our vision, mission, ideology and culture, and theory of change are woven into a young person's journey through The Advocacy Academy
  - B. You will coordinate your team **to organise young people in our Movement** including but not limited to:
    1. Identifying potential leaders with the passion and ability to developing campaigns and projects which further the mission and values of The Advocacy Academy
    2. Co-creating institutional campaigns in collaboration with membership and other departments, leading especially on identifying appropriate issue areas and winnable campaigns that build our power
  - C. You will coordinate with the team **to set trajectories and expectations for a young person's campaigning and organising journey** in the context of the broader justice ecosystem in the UK, their starting point coming into TAA, and feedback and requests from the young people themselves.
    1. You will direct your team to create an ecosystem and social community which connects young people to the mission of TAA, the world of social justice and organising, and the work of our partners
    2. You will work with the Programmes team to define curriculum expectations within entry programmes around campaigning and organising and determine what training and development is held at the entry level vs what is developed through their membership, setting the learning journeys for young people beyond their entry experience
  - D. You will set the standard and expectations for a **young person's "membership" of TAA** considering the appropriate balance between an organiser and a young person beginning their activist journey
    1. Defining mutual expectations around training, support, communications, and other relational pieces
    2. Defining the support that the campaigns groups can expect from TAA and the expectations around ideology, culture, and contribution we expect from them in return
    3. Supporting the development of leadership and governance structures within the membership
  - E. You will oversee the **growth of our fiscal hosting/ campaigning accelerator** creating simple and effective structures for the youth campaigns that we support
  - F. Set and hold the standard and expectations of campaigning and organising at TAA, working directly with the CEO and the SLT to ensure that we remain thought leaders within youth organising
  
3. **You will ensure that our campaigns run like well-oiled machines** by being a conductor of the orchestra through pulling in the right people at the right time and ensuring that key milestones are met:

- A. Lead the design and implementation of a suite of behind-the-scenes systems, processes and resources to keep things running like clockwork and provide transparency and help build trust
- B. Work with the CEO, and the Board to develop a **risk management framework** to manage and escalate political exposure around campaigns including supporting on safeguarding and health and safety
- C. Oversee and assess development and tracking of clear **monitoring and evaluation framework** to manage and escalate political exposure around campaigns including supporting on safeguarding and health and safety
- D. Hold the **yearly budget** for your department and ensure that all programmes are run within the financial targets, identifying efficiencies and savings across the programmes
- E. Work with the CEO and the Board to build a transparent and effective working relationship between the Trustees and the staff team

#### 4. Team and Line management:

- A. **Work with the CEO, and People Manager to design the organisation structure for your department** including but not limited to: creating standardised JDs for roles in your department, identify recruitment needs to include designing a recruitment process, and coordinating the onboarding, and induction of new joiners to the department, designing department specific processes and policies:
- B. **Line manage and support the ongoing development of the staff** within your department, including but not limited to: investing in your team's personal, professional and political training, their development, holding them accountable for completing key pieces of work, act as a lighthouse to them setting good examples of line management and supporting line managers to exemplify same in their direct reports
- C. **Working with the CEO to identify skills and/ or knowledge gaps within your team** which relate to the strategic objectives, changes in compliance and other areas. Developing a plan to bridge these gaps through cross-team or organisation wide training and reflection spaces, or through personal training budgets including recommending and securing relevant opportunities
- D. **Consider balance of capacity, resource, and skills across your team** ensuring support and resources are well distributed, and that you consider team dynamics and needs as you determine operational priorities, identify opportunities for collaboration and learning across the different programmes, encouraging leads to see themselves and their role as part of a bigger whole and wider journey of an individual through TAA
- E. **Take the lead on implementing and upholding strategic objectives in your department** including but not limited to: working with the People Manager to design clear performance management systems within your team, prioritising regular performance management discussions and supporting individuals to achieve their KPIs, embedding a fundraising mindset, and encouraging financial prudence
- F. Responsible for ensuring effective departmental administration including delegating key administrative tasks to line reports **and ensuring the same throughout your department**
- G. **Take the lead on implementing and upholding ideology, culture and value expectations in your department** including but not limited to: supporting the CEO to embed a culture of wellbeing throughout TAA by leading on and recommending wellbeing initiatives, working with programmes line managers to achieve employee-centred line management, encouraging and embed a culture of mutual trust and Community Care, support and cohesiveness within your department, centering justice and organising principles in our work and decision making, centering youth agency and co-creation

#### 5. Key member of the senior leadership team (SLT):

- A. **Share responsibility for achieving our mission and strategic objectives** by working closely with the CEO and other members of the SLT to further our vision, mission, strategy, ideology, and cultural values within your department and also across TAA.
- B. **Stay informed about relevant local and national political and sector developments** and understand their impact within your department and also across TAA
- C. **Leverage opportunities to raise the profile of TAA** including but not limiting: independently exploring potential innovations, seeking out funding opportunities, fostering relationships with relevant external organisations,

representing The Advocacy Academy externally when appropriate and encourage the programmes team to do the same

- D. **Role model implementing and upholding strategic objectives across the organisation** including but not limited to: championing and leading on cross-departmental projects to support the growth of the organisation as a whole and helping the wider organisation meet our annual KPIs, identifying to the CEO and leadership teams opportunities and risks to achieving the organisation goals
- E. **Role model upholding ideology, culture and value expectations across the organisation** including but not limited to: leading by example across departments and during team days and role-modelling leadership, identifying to the CEO and leadership teams opportunities and risks to our integrity and authenticity in relation to ideology and culture
- F. **Ensure that your department works in tandem with and in support of other department objectives** including but not limited to: encouraging collaboration between departments, supporting other departments with resources as needed
- G. **Take responsibility for communicating your own wellbeing and needs** and providing feedback on TAA wellbeing initiatives to your line manager, and contribute to living the TAA transformative culture
- H. **Take responsibility for pursuing your own development** to build knowledge and skills to fulfil your role and areas of interest using your allocated training budget

## 6. Governance and Compliance:

- I. **Work with the SLT and the CEO to prioritise and centre risk management** across TAA including but limited to: feeding into risk analysis and mitigation, identifying and escalating risks to the strategic objectives, taking the lead to mitigate risks early and thoroughly
- J. **Partner with SLT to ensure transparency within TAA across policies and practices** including but not limited to: understanding relevant policies and best practices to take the lead on implementation within your department, identifying gaps or inconsistencies in policy and practice and supporting on addressing them
- K. **Work with the CEO and the Board to build a transparent and effective working relationship between the Trustees and the staff team** including but not limited to: providing updates and escalating the risks around your department to the Board, attending Board meetings through the year, supporting opportunities to build relationships between staff and the Board, and participate in Board working groups as needed.
- L. **Share responsibility for upholding compliance requirements** across the organisation

## IDEAL EXPERIENCE

- Proven senior management experience in campaigns management or in similar role
- Experience working in a small team environment (Desired).
- You are passionate about, and committed to, creating a more fair, just and equal world.
- You believe in the potential of young people to challenge the status quo and are dedicated to helping them become more powerful citizens.
- You are an experienced community organiser with a wealth of tools and tricks and ideally experience organising around issues of anti-racism, housing, or migration
- You'll be confident and competent in managing a "to-do" list of competing priorities and communicating with a diverse range of stakeholders. This role requires someone with initiative who can balance multiple priorities and sensitivities.
- You're a sensitive and thoughtful relationship-builder. You a great listener, and remember people's names, faces, and stories.
- You're enterprising and excited to be working in a start-up environment, using initiative to build things from scratch with limited resources, satisfied with done for now and iterating to better later.
- You're comfortable with tension and have experience managing difficult conversations to successful resolutions.
- You pursue growth and display humility - you value feedback and being outside your comfort zone and are always willing to reflect, learn, grow and stretch yourself.

This is an outline of the responsibilities and duties of the Director of Organising and campaigns, it is not intended as an exhaustive list and may change from time to time to meet the changing needs of the Liberation Centre and our young people. Any changes will be made in consultation with the post holder.

## HOW TO APPLY

Candidates will be asked to **provide a CV and a Cover Letter OR a supporting video application addressing the following questions** (no more than 1000 words or 10 minutes for all questions).

1. Tell us about a time when you led the development and implementation of organisational organising and campaigns strategy- what did you prioritise and why?
2. Tell us about a social justice issue that makes you angry, and why it matters to you?
3. Include anything else you would like us to know as we consider your candidacy for the **Director of Organising and Campaigns** role.
4. **APPLY HERE**

## A BIT ABOUT YOU

- You believe in the **potential of young people to challenge the status quo** and are dedicated to helping them become more powerful citizens.
- You've got a deep understanding of, and a personal relationship with, issues of social justice. From racism to the housing crisis to climate justice, **you'll be aware of how systemic injustice operates in our society**, clued-up and well-read on the big issues of our time and committed to changing them.
- You'll be **comfortable managing short-and long-term people projects and communicating** with a diverse range of stakeholders. This role requires someone with initiative who can balance multiple priorities and sensitivities.
- You're a **sensitive and thoughtful relationship-builder**. You are a great listener, and remember people's names, faces, and stories.
- You are a **team player and happy to lead a** brilliant departments at TAA.
- You're a **confident communicator**: persuasive, passionate, and inspiring. You'll know intuitively how to communicate effectively and can build strong, deep relationships with a wide range of people and organisations.
- You're enterprising and **excited to be using your initiative to build exceptional things** from scratch with limited resources.
- You're **comfortable with tension and have experience managing** difficult conversations to successful resolutions.
- You will have an interest in what other organisations are innovating and exploring to support their staff's well being and make recommendations on what fits with The Advocacy Academy's culture.
- You **pursue growth, value feedback, and being outside your comfort zone** and are always willing to reflect, learn, grow, stretch yourself and be willing to be involved in other departments' activities.

In addition, please also provide information on your notice period and your availability for interview. You may also **attach any other content** that would be relevant for us to have in order to showcase interest and experience. The content can come in any

form of media, including but not limited to - a mind map of ideas, a timeline or portfolio of your work, life or experiences; a recording; a Powerpoint or other form of presentation; a song, article, poem or other writing samples.

## DATES

- **Closing Date:** The deadline for applications **3rd October 2024**.
- **Task:** If shortlisted you may be required to complete a short written assessment task.
- **First Round of Interviews:** will be scheduled for **7th & 8th October 2024** (Dates are subject to change).
- **Second Round of Interviews:** will be scheduled for **11th & 14th October 2024** (Dates are subject to change).

## ONLINE OPEN HOUSE

Come and meet us! We are hosting an online open house on **27th September Friday at 1pm** for anyone who is interested in hearing more about the role or what **The Advocacy Academy** is about. Join us on **27th** by clicking on this webinar link: [Webinar link](#)

You can use this space to ask any questions you might have about the role, find out more about the organisation and meet some of our staff team. **Curious? Contact [recruitment@theadvocacyacademy.com](mailto:recruitment@theadvocacyacademy.com)** to indicate your interest.

## NOTHING ABOUT US WITHOUT US

We aim to be representative of the community we are working with. We encourage applications from people of colour, those who identify as LGBTQIA, working class as well as disabled people, those living with mental health conditions, refugees and migrants. We welcome people from all identities who are made to feel marginalised.

**We're not just committed to being an equal opportunity employer, we actively celebrate diversity in all its forms. Let us know if we can do anything to make the application or interview process more accessible.** If you are invited to interview, we will at that point ask you for any accessibility requirements or preferences.

As an employer we make all reasonable adjustments to support employees in their work if they are disabled or have a health condition. We support the [Access to Work](#) scheme which could provide you with financial support to get the help you need to do all tasks successfully. We are happy to facilitate Access to Work assessments and reclaims, and would actively welcome applicants who would need this in order to do the job.

All staff who work on our programme must have, prior to starting work, a returned satisfactory **enhanced Disclosure and Barring Service (DBS)** dated no earlier than 1st January 2021. The Advocacy Academy will assist the application for, and pay for the processing of, a new DBS for staff members where required.

We welcome applications from people with **convictions**. Please disclose in your application if you have any convictions, cautions, reprimands or final warnings that are not "protected" (as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013)). **We consider each person on their own merits, taking into account all the circumstances.**