THE ADVOCACY ACADEMY

CAMPAIGNS DIRECTOR
Information for Applicants

CONTACT FOR ENQUIRIES
Amelia Viney, Founder & CEO
Hello@TheAdvocacyAcademy.com
Thank you for your interest in joining The Advocacy Academy family as our new Campaigns Director!

The Advocacy Academy is an activist youth organising movement based in South London. Our mission is to unleash the power of young Londoners to create a more fair, just and equal society. Our Advocates’ lives have been directly shaped by living in an unjust world, and we exist to turn their anger into action.

We are young, dynamic, ambitious and unapologetic, and 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 hungry, experienced, and creative campaigner/organiser who’s fired-up by the idea of transforming the lives of young people and building a grassroots, values-driven social justice movement, we can’t wait to meet you.

In power,

Amelia Viney
CEO & Founder

Saba Shafi
Managing Director
BREAKING DOWN BARRIERS

“Before, the anger that I had was just dismissed. I would dismiss it. I felt like there was no hope.” Ilhan, Class of 2017

Here’s what we’re dealing with: 88% of young people feel like their voices are completely unheard in society and 60% have no idea how decisions are made on local or national issues. Worryingly, it’s those from working-class families and black and ethnic minority backgrounds who feel least able to challenge the problems facing their communities - young people from less affluent families are 30% less likely to participate in our democracy than their wealthier peers, despite being at the blunt end of most political decisions.

Valuable voices are missing from the conversations shaping our society, leading to policies and provisions that fail many of our communities. If a young person is angry about sexual violence in their school, the cost of housing in their neighborhood, or homophobia in their community, where do they start?

Feeling powerless in the face of injustice has real and dangerous consequences on the lives of young people. We exist to help them find their voice, build their power, and change the things that matter most.

WE ARE THE ADVOCACY ACADEMY

The Advocacy Academy is a youth movement working to unleash the power of young people to create a more fair, just, and equal society. We are on a mission to create a new generation of social-change leaders, supporting them to tackle the biggest challenges of the 21st Century - from breaking gender binaries to building affordable housing to preventing violence on our streets. We envision a society in which young people are passionate and powerful, meaningfully participating in their communities and effectively challenging injustice and inequality to create a better tomorrow.

Our flagship programme, the Social Justice Leadership Fellowship, is an immersive six-month crash-course in social justice. Made up of three residential retreats and weekly evening gatherings, the Fellowship is delivered by an outstanding faculty of 250 expert change-makers from more than 50 partners - ranging from Sisters Uncut and the Black Cultural Archives to The New York Times and our patron Helen Hayes MP.

Through 400 hours of experiential education and collective action our young Advocates learn to analyse the socio-political conditions in their communities, identify innovative solutions to the injustices they have experienced and build their power to bring about this change. We are incredibly proud of every Advocate, and here are just a handful examples of why:
• John-Paul, Class of 2016, founded Undivided, a platform to ensure the voices of young people are not overlooked in the most significant process of our generation - Brexit.
• Ilhan, Class of 2017, and a cross-cohort group of Advocates and Alumni have secured a £5.1 million piece of land from Transport for London in partnership with Citizens UK and London CLT to build 25 truly and permanently affordable homes as part of Lambeth’s first Community Land Trust.
• Bel & George, Class of 2018, secured a campaign pledge from Lambeth Labour to divest Lambeth Council from fossil fuel.
• Zharinck, Krishmary & Cecilia, Class of 2019, convinced Lambeth Council and King’s University London to be the first institutions in the country to collect and publish data on their Latin American constituents. Next, the census!
• Fill In The Blanks Campaign, Class of 2020, hacked over 5000 newspapers to get decolonising the curriculum on the political agenda - and a meeting with the Minister for Schools is in the diary.

It’s just these kind of campaigns that our new community organiser will be responsible for.

The Advocacy Academy serves as a catalyst for grassroots organising and youth movement building in South London. We work with young leaders fighting for justice and equality, supporting their efforts to take collective action to shape their own destiny. Through transformative youth programmes we help create learning spaces - at our Campus and in the local community - where participants gain knowledge, hope, skills and courage, expanding their ideas of what is possible. We support leaders with lived experience to run strong, creative campaigns that win real and lasting change (it’s not enough that they leave feeling more “confident”), and partner with hundreds of individual and organisations across London to build broad movements for social change.

“We are never an end to educating yourself. Being an ally to marginalised groups is crucial in dismantling systemic oppression. Action is our most powerful weapon.” Gabs, Class of 2020

We work with young people who face multiple systemic disadvantages that research has indicated will curb their chance of participating in our democracy without intervention. 75% of our participants are people of colour, 70% are women, and 80% identify as working class. None have a history of civic participation. Since our founding in 2014, we have taken 101 young people from 25 South London schools through the Social Justice Leadership Fellowship and several thousand young people through trainings and workshops delivered in schools and other youth settings. Our Advocates have gone on to participate in local and national social justice movements, be featured by over 50 national press outlets, run university societies, work as campaigners, and so much more.

OUR CHARTER
1. A better world is possible. There is nothing inevitable about injustice and inequality.
2. It is our right and our responsibility to build that world.
3. We strive to continually improve ourselves, our communities and our society.
4. The lives of ordinary people matter.
5. We are one family. We look after each other and stand in solidarity with one another.
6. It is our right to define ourselves and have our identities celebrated.
7. We actively work to uncover, acknowledge and overcome our biases.
8. We value lived experience and support others to “do for themselves” and their communities. Nothing about us without us!
9. We prize conviction and support each other to live our values in our everyday lives.
10. We value critical thinking and challenge. We approach discomfort, disagreement and difficult conversations with an open and curious mind.
11. We practice the powerful combination of education and action.
12. We work to create inclusive and supportive spaces where we can each be our (best) selves.
CAMPAIGNS DIRECTOR

Young people have been a catalyst for every major social change, from the Student Nonviolent Coordinating Committee at the heart of the Civil Rights Movement, to Malala Yousafzai’s putting her life on the line for female education, to the Soweto Uprising mobilising young people against the apartheid regime’s education policies. They are often at the forefront of movements to build a better future, but whether or not they make real progress depends on whether they are organised, have the skills to be effective, and understand the right strategy to get things done.

The Advocacy Academy is a political movement that happens to work with young people. We want to equip our young leaders with the training and resources needed to become movement builders, taking on the responsibility of making our world more fair, just and equal. Since 2014, we have been constantly iterating our curriculum and have developed a model that is proven to create powerful activists, build tight-knit community and take our Advocates on a transformational personal journey. We are now ready to take the next step to achieve our ambitions.

We want The Advocacy Academy to become a civic institution, with our young leaders driving and winning change that captures the public imagination and has a lasting impact for generations to come. We want to become a “centre of excellence” for youth organising across country, continuing to train young people across South London, and also leading and training partners across the country to adapt our model to fit their communities, making youth advocacy a force within the UK.

To realise our full potential, we need someone exceptional to take ownership of our strategic campaigns and creative actions going forward. As Campaigns Director you will be responsible for building and developing The Advocacy Academy as a social justice institution known for running and winning critical campaigns, and training young leaders capable of acting together in the public arena for the common good.

From building relational power across the communities we work in to getting to know each of our Advocates and Alumni, to coordinating the training, design, and implementation of our thirteen Campaign Collectives, you will have a high degree of independent oversight and judgement on the direction of The Advocacy Academy and the impact we have. You will be our ninth member of staff, and fifth full-time member, joining a passionate and scrappy team of four strong women from diverse backgrounds.
### JOB DESCRIPTION

**TL;DR**

<table>
<thead>
<tr>
<th><strong>Job Title</strong></th>
<th>Campaigns Director</th>
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<tbody>
<tr>
<td><strong>Salary</strong></td>
<td>£40 - £50k</td>
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<tr>
<td><strong>Location</strong></td>
<td>Brixton, London (with occasional travel across the UK)</td>
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<tr>
<td><strong>Contract</strong></td>
<td>Full-time, fixed contractor two years</td>
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<td><strong>Reports to</strong></td>
<td>CEO</td>
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<tr>
<td><strong>Time</strong></td>
<td>An average commitment of 45 hours per week required. Significant flexibility in arrival and departure time will be needed to support the work, including a willingness to work anti-social hours and at weekends.</td>
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You will thrive in a fast paced, start-up environment, be highly motivated, with a sky-high standard for yourself and others. We’re seeking someone creative, ambitious, charismatic and determined, someone who has a track record of running outstanding campaigns. You will have a strong moral compass, experience of taking action to fight oppression, a love of organising good trouble, a track record of designing and delivering training, and a proven commitment to building people’s capacity to challenge the injustice around them – and in their own heads and hearts.

### KEY AREAS OF RESPONSIBILITY

Here are some of the big challenges we want you to take on:

#### BECOME A KEY MEMBER OF THE LEADERSHIP TEAM

*Developing TAA as a powerful institution in the UK and its young leaders as major power players*

- You’ll direct the most transformative youth organising movement in the country, guiding our Advocates and Alumni towards real impact
- You’ll be committed to achieving the broader vision of The Advocacy Academy and working to drive it forward, helping to design, plan, implement, document and evaluate TAA’s overall strategy
- You’ll foster a sense of community, solidarity, and camaraderie among leaders, volunteers and staff
- You’ll represent The Advocacy Academy at events, in the press and in activist circles, passionately articulating, defining and supporting TAA’s current work, its history and ideology with social justice groups and interested stakeholders
- You’ll partner with the CEO and Managing Director to ensure transparency and accountability to the Board, and will be invited to attend Board meetings through the year

#### OVERSEE DELIVERY OF OUR CAMPAIGN & ORGANISING TRAINING

*Supporting leaders through the Cycle of Action in order to create change*

- You’ll be super hands on: every week you’ll be working closely with the Programmes Director, Liz Ward, and the CEO, Amelia Viney, facilitating training, coaching Advocates, developing staff, advising campaigning teams, agitating leaders, leading strategy meetings, participating in actions – and so much more
- You’ll craft and deliver a curriculum of interactive workshops on topics from power mapping to pitching for funding to direct action tactics to crafting a public story
- You’ll plan and execute grassroots action trainings and briefings that result in Advocates having an increased understanding of organising skills and approaches and greater confidence in their role and potential as leaders
- You’ll generate organising resources and materials such as handouts, booklets, newsletters, articles and reading group extract packs
• You’ll hold the relational culture of the Movement - one based as much around radical love as radical justice - to ensure we have a brilliant atmosphere for learning and growth

COORDINATE SLICK CAMPAIGNS THAT WIN
Ensuring that our many campaigns run like well-oiled machines

• You’ll take the staff lead on all actions and campaigns, aiming to achieve multiple wins by developing strategies for significant impact - with comprehensive plans and tactics
• While you won’t be choosing the campaigns that the young people are running, you will provide strategic, tactical and creative input into all campaigns, investigations, judicial reviews etc. This covers an enormous range and amount of work from meetings with decision makers to designing Participatory Action Research to submitting Freedom of Information requests to carrying out direct actions
• You’ll recruit, train and manage our team of Campaign Coaches, volunteers who work with our Advocates throughout their Fellowship journey
• You’ll maintain a suite of behind-the-scenes systems, databases and resources to keep things running like clockwork – from turn-out to resources to finances to media coverage
• Like the conductor of the orchestra, you’ll pull in the right people at the right time, and act as the primary point of contact for all our key campaigning relationships
• You’ll support campaign teams to organise and coordinate logistics - including venues, food, travel, props and resources, risk-assessments and more
• You’ll conduct thorough risk assessments and risk mitigation plans for field activities. Manage risks (life and limb, organisational, budget, legal, and reputational) in real-time through development and deployment of activities
• You’ll train and support the ongoing development of our Changemakers (youth workers) as campaigners
• You’ll evaluate the effectiveness of actions, managing the monitoring and evaluation of the campaigns including quantitative and qualitative data, and incorporate lessons learned into future actions
• You’ll share information about our campaigns with the rest of the staff, our funders and donors, our allies, the media and our constituents
• You’ll keep informed and well briefed on relevant local and national political developments, always looking for new campaign ideas and relationships to build
• You’ll be proactive concerning personal professional development; for instance, by reading widely, and demonstrating ability to reflect on own organising craft and improve on self-identified weaknesses/build on personal assets

BUILD RELATIONAL POWER TO FURTHER THE GOALS OF TAA
Building relationships across The Advocacy Academy family

• You’ll develop a comprehensive power analysis for TAA - where we are and where we can go
• You’ll develop and grow a substantial network of key influencers at a local, London and national level, including community leaders, political decision makers and journalists; taking the initiative to establish new relationships as required
• You’ll spend a significant proportion of your week conducting one-to-ones in order to develop relationships with key partners and Advocates; ensuring a deep understanding of their development as campaigners
• You’ll nurture a diverse set of relationships with our 300-strong faculty who support, challenge and inspire our Fellows. And you’ll always be on the hunt for new people to join the family and ways to build relationships with decision makers
• You’ll craft and tell a wide range of Community Organising stories effectively in order to influence others and achieve TAA’s goals
• You’ll work closely with our partners at Citizens UK to make us an integral part of their broad-based alliance

HARNESS THE POWER OF OUR ALUMNI COMMUNITY
Developing our young leaders so they are prepared to act with others for the common good

• You’ll get to know our graduates, especially those who are now Organisers (leaders of our Alumni Campaigning Collectives), identifying and discerning actual and potential leaders with the passion and ability to drive change
• You’ll support pre-existing Collectives, develop new Collectives, and create Multi-Collective campaigns
**You'll plan and deliver a year-round calendar of Alumni activities, including residential organiser training, summer institutes, and regular opportunities for campaigning, learning and personal development**

**You'll leverage your relationships with our Alumni to get them more deeply involved in the work of social justice and our programmes, moving them up a ladder of engagement to take on more responsibility over time**

**You'll contact members of our Alumni network about to relevant opportunities to be involved in the work of social justice**

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**PERSON SPECIFICATION**

- **You believe in the potential of young people** to change the world and are dedicated to helping them become more powerful citizens

- **You’re already established in the world of social justice/organising/activism.** You’ll see your work at The Advocacy Academy as a way of life (maybe even a calling) and will happily spend your evenings and weekends leading programmes for our young people

- **You’ve got tonnes of experience as an organiser or campaigner, designing transformative strategies, tactics and workshops.** You will bring a wealth of tools and tricks and you’ll be obsessed with honing your craft – you’ll love to listen to podcasts, watch talks, and read deeply

- **You have a strong network** of people working in justice which you are excited to use to further the work of The Advocacy Academy and the campaigns run by the Advocates – an open address book of contacts in the social change world to draw from

- **You’ve got a deep understanding of, and a personal relationship with, issues of social justice.** From racism to the housing crisis to the 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 taking action to change them. We are looking for someone who is excited to join a team that is exploring how best to confront those issues both in the workplace and in the wider society

- **You’ll be confident and competent in managing a “to-do” list of competing priorities** and communicating with a diverse range of stakeholders. Sometimes we have to turn out entire campaigns in a matter of hours to seize a political moment. We’re always pushing the boundaries of what we can achieve in order to win. This role requires someone with initiative who can balance multiple priorities and sensitivities

- **You’re comfortable with budgeting, evaluating impact, negotiating contracts and managing people**

- **You’re a sensitive and thoughtful relationship-builder.** You a great listener, and remember people’s names, faces and stories

- **You’re a master communicator:** charming, persuasive, passionate and inspiring. From coaching Advocates to conducting a briefing before a stunt, you’ll know intuitively how to communicate effectively and can skilfully facilitate meetings and trainings

- **You’re enterprising and ready to graft.** You’ll be used to achieving a lot with a little. You’re not afraid of working hard in pursuit of a big vision. You’re excited to be working in a start-up environment, using hustle and initiative to build exceptional things from scratch with limited resources

- **You’re comfortable with conflict and have experience managing tension and difficult conversations** to successful resolutions - whether between young people or staff

- **You’re innovative and solutions-focused in the face of challenges and curve-balls**

- **You’re committed to and effective at creating and modelling a culture** of consistency, accountability, appreciation, joy, responsiveness, and respect among leader

- **Focus on equity and inclusivity, including having a willingness to interrupt harmful behaviour and have courageous conversations about privilege and oppression with individuals at different stages of learning**

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**ESSENTIAL EXPERIENCE**

- **At least five years employment track record of successfully working as an organiser or campaigner with clear evidence of campaigns won and people developed**
• Experience working with and managing leaders and activists: the ability to develop other leaders through training, coaching, feedback and learning resources
• Experience coordinating, leading and training others in direct actions and several of the following: creative campaigning, lobbying, e-campaigning, movement building, artistic resistance, participatory action research, anti-oppression/collective liberation, public narrative creation etc. Demonstrated ability to use imaginative strategies and actions to help improve disadvantaged communities
• Experience working respectfully in marginalised communities, and the ability to connect with a wide cross-section of society and, crucially, awesome young people. Our programmes prioritise those at the sharp end of systemic injustice
• Experience coordinating and facilitating the completion of complex projects in a timely manner, including meeting strict deadlines while keeping a close attention to detail

DESIRABLE EXPERIENCE
• Management experience – with full profit & loss and hiring responsibility
• Experience safeguarding vulnerable young people
• Experience working in a small team environment, ideally a start-up
• Confidence with graphic design, in particular Adobe Photoshop, InDesign and Illustrator
• Confidence using social media, in particular Twitter and Instagram

PERSONAL CHARACTERISTICS
• You are passionate about, and committed to, creating a more fair, just and equal world
• You are committed to nonviolence and skilled in conflict resolution
• You have a visionary, hopeful approach to justice based on Angela Davis' belief that "you have to act as if it were possible to radically transform the world. And you have to do it all the time."
• You are gutsy - you take risks and listen to your instincts
• You're authentic and live with integrity - you're open, honest and brave
• You're compassionate, respectful and value others peoples' views
• You are reliable and have follow-through - you do what you say you'll do, when you say you will
• 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
• You see and believe in the potential of The Advocacy Academy and want to help steer the ship
• You have a good sense of humour, even when telling teenagers the exact same thing for the fifth time
HOW TO APPLY
Candidates will need to send a CV and a supporting application addressing the following questions (no more than 1000 words for all questions). Candidates are welcome to present their supporting statement in an alternative format, such as a video.

1. Tell us about a social justice issue that makes you angry and why it matters to you
2. Please describe a transformational strategic campaign you have designed and delivered, or been an integral part of, including one or more of the creative actions that the campaign featured
3. Please describe the key challenges facing a youth organising movement in the UK
4. What else would you like us to know as we consider your candidacy for the Campaigns Director role?

Candidates may also include any other content that would be relevant for us to have in order to showcase interest and experience. Please include any explanation needed by email. The content can come in any form of media which can include but is not limited to:
- A timeline or portfolio of your work, life or experiences
- A video
- A Powerpoint or other form of presentation
- A song, article, poem or other writing samples

In addition, please also provide information on your notice period and confirmation of your availability on the interview dates stated below.

KEY DATES
The closing date for applications is Sunday 12th July 2020
Stage One: Screening call with an Advocacy Academy Staff member week of the 20th July
Stage Two: Workshop with Alumni of The Advocacy Academy and written task week of the 27th July
Stage Three: Panel interview between Monday 3rd and Wednesday 5th August

If you are successful, we would love you to join us during our Summer Residential from 29th August to 1st September 2020. This is a wonderful and important opportunity to meet our young people and key staff members. Regardless of your preferred start date, we would strongly urge you to hold these dates in your diary.

NOTHING ABOUT US, WITHOUT US: REPRESENTATION MATTERS
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 differently abled people, those living with mental health conditions, refugees and migrants. We welcome people from all identities who are made to feel marginalised. Whilst these applications are encouraged, this particular role at The Advocacy Academy presents some limits that may mean it is not suitable for some applicants. This includes:

- Long working hours and shared accommodation whilst delivering our residential training programmes
- Flexible timetables, which may need to be changed at short notice (especially when taking part in direct action)
- Workshops that require movement (but adaptations are possible)
- Irregular break patterns
- Confident understanding of the English language

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 e.g. in the past individuals have requested extra reading time.

Finally, as an employer we make all reasonable adjustments to support employees in their work if they are disabled or have a health condition. We encourage you to read about the government’s 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 reclams, and would actively welcome applicants who would need this in order to do the job.

We are currently exploring what visa support we can provide for candidates. Please do not be put off if you need visa sponsorship to accept this post. We are deliberately recruiting across borders to fill this role. Please don’t hesitate to reach out to us to discuss immigration opportunities further.

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 August 2019. 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. We consider each person on their own merits and will consider any disclosed criminal record, taking into account all the circumstances.

GOT QUESTIONS?
Love the sound of this but have something to say? No worries! Book in a time slot with our CEO, Amelia (she/they). Contact her via email on Amelia@TheAdvocacyAcademy.com.