WELCOME

Thank you for your interest in joining The Advocacy Academy family as our new Programmes Director!

The Advocacy Academy is an activist youth 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 an activist educator who’s fired-up by the idea of transforming the lives of young people and building a grassroots, values-driven social justice charity, we can’t wait to meet you.

In power,

Amelia Viney  
CEO & Founder

Saba Shafi  
Commercial Director
BREAKING DOWN BARRIERS

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 neighbourhood, 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.

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

• Ilhan, Class of 2017, and a cross-cohort group of Advocates and Alumni have secured a £4.1 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, and a group of Alumni secured a campaign pledge from Lambeth Labour to divest Lambeth Council from fossil fuels.

• 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.

“I feel stronger, more confident and more powerful. My knowledge of injustice, inequality and power have given me a sense of purpose and a passion to change the world.” *Erica Da Silva, Class of 2016*

## OUR ADVOCATES

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 85 young people from 21 South London schools through the Social Justice Leadership Fellowship and a further 800 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.
PROGRAMMES DIRECTOR

The Social Justice Leadership Fellowship is at the heart of The Advocacy Academy.

Since 2014, we have been constantly iterating our curriculum and pedagogy, 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.

To realise the Fellowship’s full potential, we need someone exceptional to take ownership of its leadership going forward. From recruiting the participants and faculty, to crafting the learning journey and facilitating the workshops, we are looking for a Director capable of ensuring the educational and operational excellence required to deliver this life-changing programme - and who’s bursting with ideas to make it even better year-on-year.

In the first year, you will have the chance co-deliver the full six-month cycle of the Fellowship in partnership with the CEO. After this handover, the 2020/21 cycle and beyond will be your orchestra to conduct.

The Programme Director will be our third full-time member of staff, joining a team of two strong women - Amelia Viney and Saba Shafi. We are looking for someone passionate, dedicated, scrappy and hungry to complete the triumvirate.
**JOB DESCRIPTION**

**TL;DR**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Programmes Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary</td>
<td>£35,000 - £40,000</td>
</tr>
<tr>
<td>Location</td>
<td>Brixton, London (with occasional travel across the UK)</td>
</tr>
<tr>
<td>Contract</td>
<td>Full-time, fixed contractor two years</td>
</tr>
<tr>
<td>Reports to</td>
<td>CEO</td>
</tr>
</tbody>
</table>

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 designing and delivering outstanding programmes which are nothing short of transformational: for the participants, the faculty, and society. You will have a strong moral compass, experience of taking action to fight oppression, 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**
- You’ll direct the most transformative youth social justice programme in the country, guiding our Advocates and Alumni towards real and lasting impact
- You’ll be committed to achieving the broader vision of The Advocacy Academy and working to drive it forward
- You’ll represent The Advocacy Academy at events, in the press and in activist circles
- You’ll partner with the leadership team to ensure transparency and accountability to the Board, and may be invited to attend Board meetings through the year

**OVERSEE DELIVERY OF THE FELLOWSHIP PROGRAMME**
- You’ll be super hands on: every week you’ll be facilitating workshops, coaching Fellows, training staff, advising campaigning teams, participating in actions - and much more
- You’ll craft and deliver interactive workshops on issues from patriarchy to public speaking and design learning journeys and curricula ranging from two days to six months
- 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
- 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
- You’ll lead on recruitment of applicants for our programmes and Changemakers (youth leaders) to run them. And you’ll dedicate time to creating a targeted recruitment strategy for growth, which will allow us to reach more young people across South London
- You’ll lead on our safeguarding work and, where necessary, our behaviour and discipline processes

**COORDINATE A SLICK FELLOWSHIP**
- You’ll ensure that the Fellowship runs like a well-oiled machine
- You’ll maintain a suite of behind-the-scenes systems, databases and resources to keep things running like clockwork – from attendance to resources to finances
• 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 relationships
• You’ll organise and coordinate venues, food, travel, staff and risk-assessments, to ensure learning can happen in the right place at the right time
• You’ll train, line manage and support the ongoing development of our Changemakers (youth leaders)
• Manage the monitoring and evaluation of the project including quantitative and qualitative data, and facilitate the process of ongoing learning being integrated into the project

HARNESS THE POWER OF OUR ALUMNI COMMUNITY
• You’ll get to know the majority of our graduates, especially those who are now Youngers (Alumni Changemakers)
• You’ll plan and deliver a year-round calendar of Alumni activities, including two residential retreats 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
• You’ll contact members of our Alumni network about to relevant opportunities to be involved in the work of social justice
• You’ll recruit and help select Alumni as Changemakers for our residential events, and in the future, our first Movement Worker (a full-time Alumni Programme Assistant)
• You’ll support our Alumni Trustee to be a valuable voice in our governance
• You’ll recruit and manage teams of Alumni to co-deliver our biggest events like the Parliamentary Speech Day and Graduation Showcase

SUPPORT CEO TO PILOT NEW PROGRAMMES
• You’ll help test new programmes, workshop series, talks, lock-ins and other offerings at our Brixton Campus, creating new entry points to social justice which attract young people we haven’t yet worked with

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/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 educator, designing transformative learning journeys and facilitating workshops. You will bring a wealth of pedagogical tools and tricks and you’ll be obsessed with honing your craft – you’ll love to listen to podcasts, watch talks and read around the topic
• You’ve got a deep understanding of, and a personal relationship with, issues of social justice – and an open address book of contacts in the social change world to draw from. From systemic 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
• 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 briefing before direct action, you’ll know intuitively how to communicate effectively.

• 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.

**ESSENTIAL EXPERIENCE**

• Proven experience of creative facilitation and learning design

• Excellent communication skills, including strength in accurate written communication

• A thorough understanding of social justice issues and history

• Experience organising for social change and strategic campaigning

• A strong network you’re excited to tap for the programme and our Advocates

• Ability to develop other leaders through training, coaching, feedback and learning resources

• Experience working respectfully in marginalised communities. Our programmes prioritise those directly impacted by injustice and people from marginalised communities. You should be someone who understands how to work respectfully with and for people on the sharp end of systemic injustice in our society.

**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

• Experience working with schools and recruiting students for extra curricular programmes

• Confidence with graphic design, in particular Adobe Photoshop, InDesign and Illustrator

• Confidence using social media, in particular Twitter and Instagram

• Project management experience including project design, coordination of logistics, coordination of project staff, monitoring and evaluation and reporting to senior staff.

**PERSONAL CHARACTERISTICS**

• You are passionate about, and committed to, creating a more fair, just and equal world.

• 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

• You see and believe in the potential of The Advocacy Academy and want to help steer the ship.
HOW TO APPLY

EXCITED TO LEARN MORE?
We’re running an “open house” for anyone interested in joining our Fellowship Team - whether as a Programmes Director or a Changemaker. You’ll have the chance to get a feel for our culture and learn more about our work in a relaxed environment while chatting to some of our Alumni, Changemakers and staff in our new Campus.

Date: Wednesday 17th April
Time: 7:00pm - 9:00pm
Location: The Advocacy Academy Campus, 7 Vining Street, London SW9 8QA

APPLICATION PROCESS
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 activity/workshop/curriculum you have designed and delivered, and the journey it took participants on.
3. What else would you like us to know as we consider your candidacy for the Programmes Director role?

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 midnight on Sunday 19th May

Stage One: Screening call with an Advocacy Academy Changemaker (youth leader) w/c 20th May
Stage Two: Workshop with Alumni of The Advocacy Academy and written task on Thursday 30th or Friday 31st May
Stage Three: Panel interview on Monday 3rd or Tuesday 4th June

If you are successful, we would love you to join us for a residential in Berlin with Alumni of the programme from 28th June to 4th July 2019. 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.

OUR PRIORITIES
As this role will involve working within marginalised communities, we are keen to receive applications from people within those communities. Particularly people of colour/BAME people, people who identify as being LGTBQIA, people who identify as working class or have done so in the past, people with disabilities, refugees and migrants, and people with mental health conditions.

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.

Unfortunately, as a small organisation, we are not able to support visa sponsorship at this stage.

All staff who work on our programme must have, prior to starting work, a returned satisfactory enhanced Disclosure and Barring Service (DBS) dated since 1 August 2017. 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.