



ADVOCACY ACADEMY

CAMPAIGNS MANAGER

Information for Prospective Applicants

CONTACT FOR ENQUIRIES

Hello@TheAdvocacyAcademy.com

VIRTUAL OPEN HOUSE

We're running a "virtual open house" for anyone interested in the Campaigns Manager role. You'll have the chance to get a feel for our culture and learn more about our work while chatting to some of our Advocates, Alumni & staff.

Date: Wednesday 9th December 2020

Time: 7:00pm - 8:00pm

WELCOME TO THE ADVOCACY ACADEMY

The Advocacy Academy is an activist youth movement of leaders fighting for justice and equality. We serve as the political home for grassroots youth organising and the catalyst for collective action. 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 creative campaigner who's fired-up by the idea of building a grassroots movement for social justice in order to change the balance of power, we can't wait to meet you.

ADVOCATES 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

TL;DR

Position Title: Campaigns Manager

Reports to: CEO

Location: Brixton, South London

Contract: Fixed-term contract for two years, with potential for extension (full time, part-time, job-share all considered)

Hours: TAA has flexible working hours, with some expected evenings and weekends due to the nature of the role.

Start date: January 4th 2021 (negotiable)

Compensation: £30,000 - £36,000 annual salary

Benefits: £1000 professional development fund

You will thrive in a fast paced, start-up environment, be highly motivated, with a high standard for yourself and others. We're seeking someone creative, ambitious and disciplined, with a track record of running outstanding strategic campaigns. You will have a strong moral compass, experience taking action to fight oppression, a love of organising good trouble, a track record of delivering training, and a proven commitment to building people's capacity to challenge the status quo.



BACKGROUND

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. 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.

We want our young leaders to win. That's why we need someone exceptional to be the **engine behind our strategic campaigns and creative actions**. From building relationships of trust and accountability across our community of 125 Alumni, to delivering training for our Youth Organisers, to providing structure and discipline to our Campaign Collectives, you will have a high degree of independence to build and execute creative, strategic campaigns. You will be joining a team of passionate and hungry leaders from diverse backgrounds.

Right now we're building campaigns on affordable housing, black hair discrimination, school exclusions, racist policing, Latinx representation, air pollution, mandating the teaching of colonial history, sexual violence, and more.

AREAS OF RESPONSIBILITY

BUILD CAMPAIGNS THAT WIN

Ensuring that our campaigns run like well-oiled machines

- You'll take the lead on our campaigns, developing strategies that win
- While you won't be choosing the campaigns - that's up to the Advocates - you will act as a guide, providing strategic, tactical, and creative input
- You'll work alongside our Advocates to deliver creative communications; lobby prep for meetings with decision makers; punchy emails; participatory action research; moving and motivating speechwriting support; freedom of Information requests; photoshoots; direct action briefings; beautiful campaign artwork, social media plans... just a few examples
- You'll recruit, train and manage our team of Campaign Coaches - expert volunteers who mentor our Campaign teams
- You'll support campaign teams to organise and coordinate logistics - including venues, food, travel, props and resources, risk assessments and risk mitigation plans for field activities, and more
- You'll evaluate the effectiveness of actions, managing the monitoring and evaluation and incorporating lessons learned into future actions
- You'll maintain a suite of behind-the-scenes systems, databases, and resources to keep things running like clockwork - from action turn-out to media coverage
- You'll keep informed on relevant local and national political developments, always looking for new campaign ideas and relationships to build
- You'll be proactive with your own professional development, reading widely and demonstrating a passion for the craft of organising. Inspired by people like Ella Baker, Saul Alinsky, and Marshall Ganz, you'll be obsessed with grassroots campaigners and movements.



HARNESS THE POWER OF OUR MEMBERS

Developing our young leaders so they are prepared to act with others for the common good

- You'll build relationships with our graduates, especially those who are now Organisers (leaders of our Alumni Campaigns), identifying and discerning actual and potential leaders with the passion and ability to drive change
- You'll spend a significant proportion of your week conducting one-to-ones in order to develop these connections and oversee their growth as campaigners
- You'll support pre-existing Campaign teams and develop new Campaign teams
- You'll leverage your relationships with our Alumni to get them more deeply involved in the work of social justice

OVERSEE OUR TRANSFORMATIVE TRAINING

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

- You'll be super hands on: facilitating trainings, coaching Advocates, developing staff, advising campaigning teams, agitating leaders, leading strategy meetings, participating in actions
- You'll craft and deliver interactive workshops on topics from power mapping to pitching for funding to direct action tactics to crafting a public story, that result in Advocates having an increased understanding of organising skills and approaches and greater confidence in their leadership
- You'll develop spokespeople for the causes we champion
- Like the conductor of the orchestra, you'll pull in the right people at the right time, and act as the point of contact for many of our key campaigning connections
- You'll invest in the culture and traditions of our Movement to ensure we have a brilliant atmosphere for learning and growth

CREATE A COMMUNITY OF ALLIES

Building relationships across The Advocacy Academy family

- You'll nurture a diverse set of existing relationships with our faculty who support, challenge, and inspire our Fellows
- You'll take the initiative to develop new networks of key influencers at the local, city, and national level, including community leaders, political decision makers, and press
- You'll work closely with our partners at Citizens UK to make us an integral part of their broad-based alliance
- You'll mobilise others by crafting and telling a wide range of Community Organising stories effectively

A BIT ABOUT YOU

- 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're already established in the world of social justice organising.** We'll be honest, we're looking for someone for whom campaigning is a way of life.
- You will bring a **wealth of tools and tricks** and you'll be obsessed with honing your craft.
- You have a **strong network** of people in the world of social justice which you are excited to activate to further the work of The Advocacy Academy and the campaigns run by the Advocates – an address book of great contacts.
- 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.
- 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 a **master communicator**: persuasive, passionate, and inspiring. From coaching Advocates to conducting a briefing before a stunt, you'll know intuitively how to communicate effectively and have the ability to build strong, deep relationships with a wide range of people and organisations.
- 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 initiative to build exceptional things from scratch with limited resources.
- You're **comfortable with tension** and have experience 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.

ESSENTIAL EXPERIENCE

- A track record of working as an organiser or campaigner.
- Clear evidence of strategic analysis, campaigns won, power built, creative actions delivered, and people developed.
- Experience inspiring, motivating, and coordinating people who face oppression to take collective action.
- Experience of developing and delivering transformative training.

HOW TO APPLY

Candidates should send a **CV and a supporting video application addressing the following questions** (no more than 10 minutes for all questions) to Hello@TheAdvocacyAcademy.com. To send the video, please use WeTransfer.

1. Tell us about a social justice issue that makes you angry and why it matters to you.
2. Describe a campaign you have designed and delivered, or been an integral part of. Talk us through your strategic approach - e.g. target analysis, power mapping, choice of creative tactics/actions/stunts, comms approach etc.
3. Tell us a little about how you understand the following two ideas: (1) power and (2) winning.
4. Include anything else you would like us to know as we consider your candidacy for the Campaigns Manager role.

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 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 is **Sunday 20th December 2020**
- **Stage One:** Screening phone call with a staff member
- **Stage Two:** Interview with Advocates and staff, followed by a short written task

Applicants will be invited to interview on a rolling basis - as soon as we find the right person, we'll hire them. If you are successful, we would love you to join us for our **Graduation Showcase** on **Thursday 14th January 2021**. This is a wonderful and important opportunity to meet our young people and key staff members. We would strongly urge you to hold this date in your diary.

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 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:

- Non-standard working hours, including some evenings and weekends
- Shared accommodation whilst on 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.

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 reclaims, 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. 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 January 2020. 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.**

QUESTIONS? EMAIL HELLO@THEADVOCACYACADEMY.COM