

Building and Social Housing Foundation

Job title	Campaign Manager
Salary	£33,000 - £37,000 (subject to experience)
Contract type	Permanent, (subject to six month probation)
Closing date	15 th February 2017
Interviews	8 th March 2017
Start date	April 2017 (subject to discussion with appointed candidate)

The Building and Social Housing Foundation (BSHF) is a unique organisation. Established in 1976, our mission is to identify and support activities that help people across the world meet a whole range of housing challenges. We focus on solutions that empower those with few housing choices. We do this through exchanging new ideas and encouraging the spread of good practice. We organise and run the World Habitat Awards to identify, share & encourage best international housing practice. Current initiatives include scaling up UK community-led housing and a European campaign to end street homelessness.

Following the evaluation of the pilot of the European End Street Homelessness Campaign¹, we have created a new role of Campaign Manager. We are looking for an enthusiastic person who would relish a truly unique opportunity to make a difference to people's lives.

If appointed to this exciting role you will lead and manage the European End Street Homelessness Campaign, working effectively with stakeholders across different cities, managing freelancers, setting objectives and targets, monitoring and evaluating impact, and sharing learning and good practice. You will be able to demonstrate your knowledge or experience of working with individuals who are homeless or vulnerable and socially/economically excluded. You will also have a track record in helping to bring about positive change – this could be through campaigning, influencing or advocacy, and the change you achieved could have been to policy, practice or behaviours.

As someone who thrives on working with others, you will be able to problem solve and collaborate with external and internal stakeholders, finding new solutions and inspiring organisations and individuals to get involved in the campaign. An excellent report writer and communicator, you will be keen to make use of your existing connections in carrying out your role and delivering the campaign goals.

You will join a team of Programme Managers who lead the World Habitat Awards, knowledge transfer activities and our development programmes. Our Managers have lead responsibility for specific areas of work but they also work as a supportive team, sharing ideas on the development and delivery of our programmes.

You will occasionally be involved in other work areas, for example, assessing applications for the World Habitat Awards. You will represent BSHF within the UK and overseas so an ability to travel is essential. Fluency in Spanish or French would be an advantage.

Our strong preference is that you will be based at our offices in Coalville in Leicestershire, where BSHF has historical ties. Coalville is within commuting distance (by car) of Birmingham, Derby, Leicester and Nottingham and about one hour from Leicester and Loughborough on public transport. For the right candidate, we are open to considering alternative proposals for working arrangements if you are not based in this area. However, frequent travel to Coalville will be necessary.

1 <https://www.bshf.org/publications/european-end-street-homelessness-campaign-pilot-external-evaluation-report/>

Job Description - Campaign Manager

Responsible to: Deputy Director

Salary: £33,000 - £37,000 (subject to experience)

Benefits: Generous contributory pension scheme, flexitime, 35 days' annual leave (including statutory holidays) rising to 40 days for long service

Contract: Full-time (34.5 hours per week) (other hours considered)

Based: Preferably based at our offices in Coalville, Leicestershire (remote working considered for the right candidate)

Prime Function: To be the lead member of staff for the European End Street Homelessness Campaign, working with the BSHF team and external partners. You will develop and manage the Campaign, expanding its reach across Europe; secure and manage resources; and provide timely support to campaign cities.

Principal Duties and Responsibilities: The activities of the role are to be undertaken individually or in collaboration with others, as appropriate.

Campaign Management:

- Develop and manage Campaign strategy, and deliver to achieve impact
- Build and maintain relationships with key stakeholders within Europe and globally ensuring requirements of supporters and funders are met
- Develop and manage a programme of support for active Campaign cities
- Ensure the voices and needs of those who are homeless are central to Campaign goals, plans and messages
- Manage freelance contracts effectively and efficiently
- Budget management and reporting
- Managing liaison between external contractors and BSHF staff
- Using interpersonal skills to lead a team (freelance, contractors), foster successful partnership working, and engage others in the Campaign as needed.

Communications:

- Manage communications to ensure consistent, timely and engaging messages and profile are achieved.
- Write, collate or commission regular web content, including text, images, video.
- Communicate content effectively, tailoring the message to the audience.
- Disseminate good practice by developing and co-ordinating knowledge transfer activities across Europe.

Development:

- Continually update own knowledge and understanding in relevant fields.
- Share knowledge with colleagues, including supporting them in learning techniques and providing feedback on their activities.

Other

- Be an active member of the BSHF staff team, including contributing to the general intellectual capital and playing an active role in the organisation's development.
- Undertake travel within the UK and internationally as and when required by the organisation. This is likely to amount to 20 to 25 days per year including overnight stays.
- Undertake other reasonable duties as required by the Director.

This job description sets out the level of responsibility and areas of duties of the post. Such duties may vary over time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and do not form part of the contract between BSHF and the postholder.

Person Specification - Campaign Manager

Listed below are the key requirements to undertake this job.

E = Essential D = Desirable

A = Application I = Interview P = Presentation W = Written exercise R = Reference

Essential criteria are those without which a candidate would not be able to undertake the full remit of the role. We are unlikely to select applicants who do not clearly demonstrate that they possess the essential requirements.

Desirable criteria would be useful for the candidate to hold. We will consider these when more than one applicant meets the essential requirements.

Criteria	Weighting	Evidence
Education and qualifications		
Undergraduate degree (or equivalent).	E	A
Knowledge skills and Experience		
Demonstrable experience in effective strategic, programme or business planning and delivery.	E	A, I
Proven influencing skills, including the ability to frame information to resonate with a range of audiences.	E	A, I, P, W
Excellent analytical skills to interpret complex information, and enable sound decisions, recommendations or plans to be made as a result.	E	A, I, P, W
Excellent written and verbal communication skills (in English).	E	A, I, P, W
Excellent interpersonal skills to lead and deliver a successful transnational campaign and partnership, and work effectively with a wide range external and internal stakeholders, including NGOs, local authorities, BSHF staff, freelance consultants, etc.	E	A, I
Ability to frame our responses to fast moving political, policy and media agendas.	E	A, I
Ability to build awareness and the profile of the Campaign, its goals, partners and impact.	E	A, I
Skilled, savvy user of social media and networks to enhance the exchange of learning amongst cities, and to strengthen the communications of the Campaign overall and at city level.	E	A, I, W
Experience in managing budgets and working smartly with limited resources.	E	A, I
Experience of evaluating the impact of campaigns, programmes or services.	E	A, I
An understanding of working with individuals who are homeless or vulnerable and socially/economically excluded.	E	A, I, P
An understanding of the language, cultural and other factors to consider when planning and delivering a programme/campaign.	E	A, I

Criteria	Weighting	Evidence
Direct experience of developing services or policies to meet the specific needs of social excluded or disadvantaged groups.	D	A, I
Background in European, transnational or international working.	D	A, I
Experience of developing and managing brand and reputation.	D	A
Fluency in a language other than English, preferably Spanish or French	D	A
Personal qualities		
Personal effectiveness – You show self-motivation, initiative, commitment and a creative approach.	E	A, I
Interpersonal effectiveness – You are committed to the achievement of organisational objectives and decisions through effective working relationships.	E	A, I
Well-organised, able to meet deadlines and requirements and work on own initiative.	E	A, I
Commitment to the goals of the Campaign and passionate about ending street homelessness.	E	A, I
Confidence that creating lasting, positive change – however difficult that may be – is possible.	E	A, I
Prepared and able to travel within UK and overseas on a regular basis.	E	A
Willingness to engage in continuing professional development, including a capacity and desire to develop knowledge and skills.	E	A

Application, selection process and timetable

Please ensure you have read and understood the above information.

Complete the Application Form, ensuring that you outline clearly how your skills and experience meet the requirements of this Job Description and Person Specification. **A Curriculum Vitae will not be accepted.**

Complete the Equal Opportunities and return the Monitoring Form. This form will be separated from your application upon receipt. **Please do not write your name on this form.**

If you are successful, we may undertake checks including taking up references to ensure that you are qualified for the job. When these checks are complete we will make you a formal offer of employment.

Applications must be received by 9:00am on 15th February 2017. **Please send your application by email if possible.**

We will let you know by 24th February 2017 whether we will call you for an interview.

Interviews will take place on 8th March 2017

Please send completed application forms to Ms Sharon Smith at recruitment@bshf.org and indicate “**Post: Campaign Manager**” in the subject field.

Ms Sharon Smith
Executive Assistant

Building and Social Housing Foundation
Memorial Square
Coalville
Leicestershire
LE67 3TU

Tel	01530 510444
Fax	01530 510332
Email	recruitment@bshf.org
Web	www.bshf.org