

Gingerbread*

Fighting for single parents and their children

Campaigns Manager

Job specification



Gingerbread, the charity for single parent families, is registered in England and Wales as a company limited by guarantee, no. 402748, and a registered charity, no. 230750.

Welcome



Victoria Benson
CEO, Gingerbread

Thank you for your interest in joining the Gingerbread team. This is an exciting opportunity to join a passionate and inclusive organisation making a real difference to single-parent families across England and Wales.

This pack will tell you more about our charity. It includes details of the role you're interested in, how to submit your application and some background information about our history and the work we're doing today.

Gingerbread is the charity for single parents. If you take the next step of your career with us, you'll be joining a small team who punch above our weight in the impact we deliver. We challenge discrimination, and campaign against the inequalities single parents face. We support single parents by providing them with expert advice and information. And we build connections – providing a support network so that no single parent is ever alone.

There are over 1.8 million single parents in England and Wales. Although the majority of them are working, they're twice as likely to live in poverty as couple parents. And too many single parents experience loneliness, worry and the impact of negative stereotypes in the media and wider society. Gingerbread is leading the fight to create a society where all single parents and their children can thrive. We hope you'll consider joining us.

As you'd expect, we're a family-friendly charity. We offer a supportive team culture and good work-life balance, while delivering impressive results. As a single parent myself, I know how difficult (and rewarding) it can be to be part of a single-parent family. I am passionate about the work we do, as are all the team.

We'd be delighted to discuss this role with you so please get in touch by emailing recruitment@gingerbread.org.uk if you'd like any more information. We look forward to hearing from you.

A handwritten signature in black ink that reads "Victoria Benson".

What Gingerbread does

Gingerbread has supported and championed single parents since 1918. Originally called the National Council for the Unmarried Mother and her Child, we've worked for over 100 years to make sure that single parents are not forgotten.

Our campaigns have led to changes in the law. We've influenced the government and challenged stigma and stereotypes. Our expert advice and information help tens of thousands of single parents every year.

Through our policy work, we ensure that our members' concerns and experiences are taken to the heart of Westminster and our in-person and online communities can be found across England and Wales, providing support and friendship to thousands of single parents and their children.

In 2022, we launched our **latest strategy** with a focus on improving the financial situation and the mental health and wellbeing of single parents.

Our vision

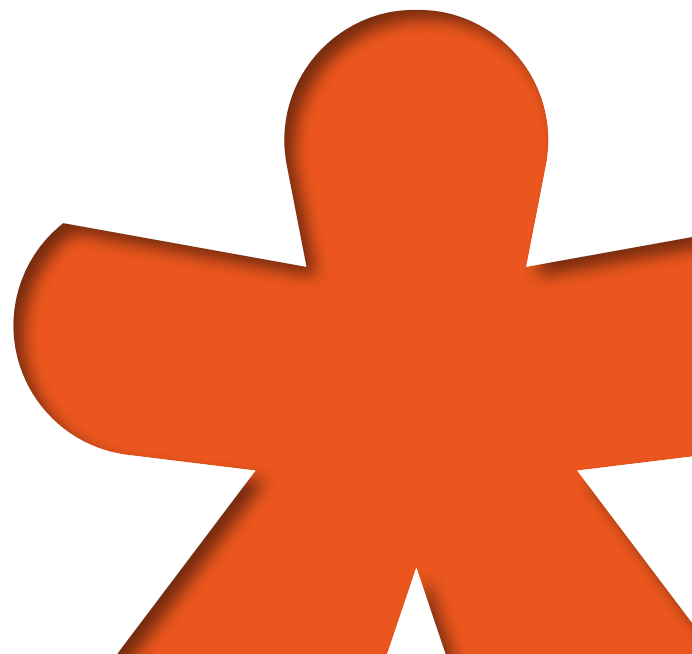
All single parents and their children thrive.

Our mission

We stand with and support single parents to overcome disadvantage, inequality and injustice.

Our values

- **To be brave**
- **To be inclusive**
- **To be trustworthy**
- **To be supportive**
- **To be ambitious**



Working with Gingerbread



Where we work

Gingerbread's office is based in Kentish Town, London; however, our work spans across England and Wales.

Our address is:

Unit B, Mary Brancker House,
54-74 Holmes Road,
Kentish Town, NW5 3AQ

We currently operate a hybrid working environment and support applications from those wishing to work remotely.

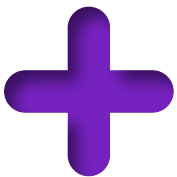


When we work

Staff can work between 7.30 am and 7.30 pm; agreeing a schedule with their Line manager. Most full-time roles are for 35 hours per week, however, some of our teamwork non-standard hours or part-time.

We would also consider other requests for flexible work patterns.

Gingerbread welcomes flexible working requests from day one and has a Flexible Working Policy in place to support the team. While we cannot guarantee that all requests will be approved, we can ensure that they are all carefully considered.



Equal opportunities

Gingerbread wishes to actively encourage applicants from diverse backgrounds, including underrepresented communities and single parents.

To help us monitor the effectiveness of our recruitment, please complete a diversity and equality questionnaire on **MS Forms**. This data is completely anonymous, is stored confidentially by our HR department and will not be seen by the selection panel.

What we can offer you

We offer our staff a wide range of health, wellbeing, lifestyle and financial benefits.

Working culture

- A welcoming and supportive workplace
- Open to flexible working requests from day one to support work-life balance
- Free tea and coffee available in the office
- Training and development opportunities
- Two charity days a year to volunteer with an organisation of your choice
- Be part of a team making a difference for single parents across England and Wales.

Money

- A competitive salary that is annually reviewed
- Workplace pension with Aegon (Gingerbread makes a 5% contribution)
- Matched pension increase (up to 2%)
- Interest-free season ticket loan up to £10,000
- Death-in-Service benefit
- Income protection insurance.

Time off work

- Generous annual leave allowance of 28 days plus bank holidays
- Office closure between Christmas and New Year
- An extra day's leave after two years' service
- Day off on your birthday
- Able to buy or sell up to five days of annual leave a year.

Health and lifestyle

- Employee Assistance Programme (Employee advice line and discounts/promotions from leading name brands, restaurants and cinemas)
- Cycle to work scheme to help you buy a bike
- Eye tests and contribution to glasses needed for your job
- Technology loan scheme
- Critical illness cover.

What we can offer you

We are trialing a 4-day week!

Gingerbread is excited to announce that we are trialling a 4-day week until March 2024, with the office closed on Fridays. To maintain essential services, we have reduced our working hours to 30 per week, down from 35 hours per week.

Feedback from single parents to our advice service, alongside our policy research, shows that flexible work is incredibly important to single parents.

Gingerbread employs a number of single parents, and it is important that we lead the way in supporting them and all of our colleagues to thrive at work.

Evidence shows that a 4-day week is good for employers and employees. We want our staff to be happy and able to strike a positive work-life balance. The 4-day week will allow us to do that with no expected loss in productivity.

We know that the Gingerbread advice service is a lifeline to many single parents and it is essential to note that there will be no loss in service - in fact, our advice service will operate for more hours, allowing Gingerbread to continue to offer expert help and advice to single parents at times that work for them.

Our preparation for a 4-day week

We have not embarked on this trial lightly with a considerable planning period before the trial's launch. We met with other not-for-profits who took part in the 2022 pilot to develop a suite of tools that will allow us to monitor the impact of the trial on the organisation, including on staff productivity and wellbeing, and make changes during the trial to maximise its success. We have also produced guidance for managers so they feel able to support their teams and we have set up a working group so that staff can feed into how the trial is run.

What will we do if the 4-day week trial ends?

We will return to a full-time post being 35 hours per week (the rest of the roles will return to their pre-trial hours).

We will continue to be flexible and welcome flexible working requests so staff can ensure the hours work for them.

How to apply



To apply, please submit your CV and a cover letter detailing how you meet the person's specification to [**recruitment@gingerbread.org.uk**](mailto:recruitment@gingerbread.org.uk).

Candidates are welcome to demonstrate their ability to match the person specification by expanding on how their experience, training and/or qualifications might have provided them with the knowledge or skills required for the role. Successful candidates will be appointed on merit.

If you have any questions about your application or the application process, please contact the HR team:
[**recruitment@gingerbread.org.uk**](mailto:recruitment@gingerbread.org.uk)

We would like to take this opportunity to remind you that you will require an existing right to work in the UK for us to progress your application.

We strongly recommend you look through the Gingerbread website before starting the application form.



Job description

Job title Campaigns Manager	
Hours:	35 hours per week (30 under the 4-day week trial)
Salary:	£41,000 pa
Based at:	Hybrid
Reports to:	Head of Policy & Campaigns
Job purpose	
The Campaigns Manager will support developing and delivering public campaigns strategies for Gingerbread to achieve change at a national and local level to create a society that works for single parents. They will create impactful and targeted campaigns that put pressure on the Government and key decision-makers. Working with the Policy & Campaigns team, they will shape our plans to support the development of a movement of and for single parents. Increase the reach and involvement of single parents and their families in developing and delivering campaigning activity – looking both at digital engagement and in-person participatory approaches – and ensure our work reflects and spotlights authentic lived experiences. Identify key national, regional and local influencing opportunities, supporting the charity's influencing objectives. Communicate about our campaign work to key internal and external audiences in line with our brand. Work with other charities and coalitions to achieve policy change.	
Key responsibilities	
Role Specific	• Develop and deliver campaign strategies, to change policy to improve the lives of single parents, taking a specific lead on digital and activist mobilisation • Work with the Head of Policy and Campaigns, wider team and the Communications Team to develop and deliver our plans to build and mobilise a single parents' movement. • As a key part of the 'movement building' work, oversee the development of Gingerbread's campaigns network, campaigner database and online campaigning activity including relevant sections of the website, social media and regular e-campaigner communications and actions. • Use intelligence from the external environment, our touch points with single parent families and organisational data to make recommendations for future campaign development. • Work with marketing and fundraising colleagues to ensure there is a consistent supporter journey and increase the level of participation in campaigns and value of campaign supporters to the organisation. • Develop campaign messaging and collateral, including emails, web and social media copy. • Work with the Comms Team to look at data insights we have on engagement and develop our reporting mechanisms, creating high level insight into what works. • Work with the Monitoring and Evaluation Manager to evaluate the effectiveness of national campaigns in delivering changes in policy and public understanding. • Assist fundraising in writing bids for campaigns activities and report on the delivery of funded activities. • Act as a local & national media spokesperson. • Work with single parents and their families, including our local groups, to engage them in campaigning activity, developing a volunteer support them to self-mobilise • Keep up to date on campaigning practice and network with Campaigns Managers across the sector. • Job descriptions only reflect 80% of a role and are not an exhaustive list of duties. You are expected to carry out other activities that are within the scope of the role.
Corporate	• To take a flexible approach to work and duties within an appropriate level of responsibility, carrying out other duties as directed by the Senior Management Team • To actively contribute to organisational cohesion, encouraging cross-team working and a problem-solving approach • To work in line with Gingerbread's values and Code of Conduct • To take personal responsibility and ensure compliance with corporate policies, including safeguarding, confidentiality, health and safety, data protection and risk management. • To support a digital-first and collaborative approach to all work • To champion and promote equality and diversity in your work area and the broader organisation. • To ensure single parent voice and experience informs the design and development of your work where possible

Person specification

Criteria	To be assessed via application	To be assessed at interview
Experience		
Experience of digital campaigning and in using digital marketing platforms such as Engaging Networks or Dot Digital.	✓	✓
Extensive experience in delivering national campaigns, campaigner journeys and project management.	✓	✓
Experience in data management.	✓	
Evidenced experience of engaging internal and external stakeholders and exercising sound political judgement.	✓	✓
Relevant paid experience in a charity, government or related profession.	✓	
Qualifications, training, skills and abilities		
Demonstrable ability to analyse complex information to make decisions and formulate strategy.		✓
Excellent oral and written communication skills	✓	
Ability to develop campaign strategies engaging both digital and in-person activism.	✓	✓
Strong planning and organisational skills, able to prioritise workload.	✓	✓
Able to manage multiple stakeholders and deliver on projects.	✓	✓
Knowledge/understanding		
Knowledge of good practice in campaigning.	✓	✓
Knowledge of central government structures.		✓
Knowledge of key campaigning tactics and approaches.		✓

Person specification

Criteria	To be assessed via application	To be assessed at interview
Desirable		
Experience in managing volunteers/campaigners.		✓
Experience of acting as a media spokesperson.		✓
Interest in and commitment to issues affecting single parents, particularly concerning financial security, childcare and employment.		✓
Corporate		
A commitment to the work of Gingerbread and to improving the lives of the UK's 1.8 million single parent families.	✓	✓
Able to work confidentially in a digital office, including standard Microsoft Office software packages and CRM bases and identifying opportunities to use digital to improve efficiency.	✓	
Highly developed understanding of the principles of equality, diversity and inclusion and how it affects the organisation.		✓