

# Gingerbread\*

**Fighting for single parents and their children**

## Head of Policy & Campaigns

**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](mailto: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



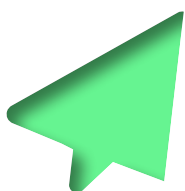
## Where we work

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.

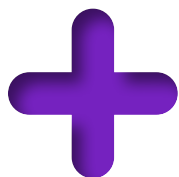


## When we work

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		Head of Policy & Campaigns	
<b>Hours:</b>	35 hours per week (30 under the 4-day week trial)	<b>Salary:</b>	£65,000 pa
<b>Based at:</b>	Hybrid	<b>Reports to:</b>	CEO
<b>Responsible for:</b> Policy Manager, Research Manager and Campaigns Manager and Monitoring & Evaluation Manager			
Job purpose			
<p>Key Responsibilities of the role:</p> <p>As a member of the senior management team (SMT), the Head of Policy &amp; Campaigns will share in taking corporate responsibility for the strategic direction, leadership and operational management of Gingerbread.</p> <p>To ensure that we are working towards achieving the organisation's strategy, advising the Board, Chief Executive and SMT on matters relating to Policy &amp; Campaigns in order to maximise Gingerbread's performance.</p> <p>To be responsible for the organisation's resources and lead the Policy &amp; Campaigns functions.</p> <p>To lead on effective monitoring, evaluation and learning for the organisation, as well as taking specific responsibility for ensuring impact for the policy and campaigns team's objectives.</p> <p>To provide input and guidance for the Risk Register, liaising closely with SMT across all areas of risk.</p> <p>To support a high-performing environment and positive culture across the organisation.</p> <p>Developing and implementing a robust strategy to maximise influence on policies and practices that impact the lives of single parent families.</p> <p>Lead on a core element of our organisational strategy to build a movement for change for single parents and their families.</p> <p>Exploring and implementing innovative new ways to influence policy and practice, including thinking beyond Westminster to other actors or mechanisms to secure change for single parent families.</p> <p>Building strong relationships with external stakeholders, including government ministers and civil servants, political parties, corporate and public sector partners, other charities and donors</p> <p>To be at the forefront of Gingerbread's collaborative planning process, with oversight of the MEL infrastructure and input into the systems and processes.</p>			

# Job description

## Key responsibilities

<b>Strategy, planning and performance</b>	<ul style="list-style-type: none"> <li>To work with the CEO and the rest of SMT as an effective leadership team which includes setting the strategic direction for Gingerbread, operational plans and objectives which deliver the strategic direction and monitoring and mitigating risks as well as monitoring and reporting both internally and externally on the same.</li> <li>Develop the strategy and operational plans for policy, campaigns and research within the framework of the organisational strategy.</li> <li>Ensure that targets and KPIs are set and the work of the department is evaluated, monitored and reported on effectively.</li> <li>Actively contribute to wider strategy development, planning and management of Gingerbread as part of the senior management team.</li> <li>Work closely with colleagues across the organisation to align plans and ensure effective collaboration across policy and research, services, communications and campaigns.</li> </ul>
<b>Delivering effective policy and campaigning activity</b>	<ul style="list-style-type: none"> <li>Oversee the development and delivery of campaigning and influencing strategies that secure changes in policy, practice and legislation, reaching a range of audiences, organisations and policy makers.</li> <li>Explore and implement innovative new ways for Gingerbread to improve the lives of single parent families, including thinking beyond Westminster to other actors or mechanisms to secure change in policy and practice.</li> <li>Oversee the formulation of evidence-based policy solutions that will improve the lives of single parent families, producing or commissioning policy documents and position statements.</li> <li>Ensure that single parents' perspectives shape and inform the team's work, and remain at the heart of our recommendations.</li> <li>Lead on the planning and delivery of political engagement across national and local government, working closely with the communications and campaigns team.</li> <li>Lead on the development of our media engagement strategy.</li> </ul>
<b>Research</b>	<ul style="list-style-type: none"> <li>Oversee the development of our research strategy.</li> <li>Oversee plans to ensure effective dissemination of research to reach and influence our target audiences and garner wider support from single parents and others, working with teams across the organisation, as appropriate.</li> </ul>
<b>External representation, relationships and expertise</b>	<ul style="list-style-type: none"> <li>Represent the organisation effectively, building strong relationships with external stakeholders including government ministers and civil servants, political parties, corporate and public sector partners, other charities and donors.</li> <li>Maintain an external focus, keeping up to date with policy and research trends and best practice, providing a source of high level expertise within the organisation on developments affecting single parents and ensuring the organisation responds appropriately to these.</li> <li>Act as a media spokesperson for the organisation, particularly on policy-related topics.</li> </ul>
<b>Managing resources</b>	<ul style="list-style-type: none"> <li>Develop and manage the policy and campaigns, and research budget, as well as the monitoring and evaluation budget taking responsibility for meeting targets and ensuring resources are used effectively.</li> <li>Support income generation for policy and research by leading on the development of fundable projects, writing and costing proposals and supporting with relationship management with funders.</li> <li>Report to funders and partners as required on policy, campaigns and research projects.</li> </ul>
<b>Line Management Responsibilities</b>	<ul style="list-style-type: none"> <li>To be responsible for the day-to-day management and performance of those for whom you have line management responsibility.</li> <li>Work actively to support staff development within the team, providing support and opportunities from training, coaching, and delegating effectively.</li> <li>Support an open management style, communicate the information well, and encourage staff to shape the organisation.</li> </ul>
<b>Corporate</b>	<ul style="list-style-type: none"> <li>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.</li> <li>To actively contribute to organisational cohesion, encouraging cross-team working and a problem-solving approach.</li> <li>To work in line with Gingerbread's values and Code of Conduct.</li> <li>To take personal responsibility and ensure compliance with corporate policies, including safeguarding, confidentiality, health and safety, data protection and risk management.</li> <li>To support a digital-first and collaborative approach to all work.</li> <li>To champion and promote equality and diversity in your work area and the broader organisation.</li> <li>To ensure single parent voice and experience informs the design and development of your work where possible.</li> </ul>

# Person specification

Criteria	To be assessed via application	To be assessed at interview
<b>Experience</b>		
A track record of securing national policy change.	✓	✓
Experience of influencing within national and local government.	✓	✓
Experience of developing team strategy and plans, as well as an evidenced ability to set, monitor and evaluate against meaningful KPIs to assess impact.	✓	✓
Well-networked with connections to other charities, policy makers.		✓
Experience of managing a team, with the ability to lead change, motivate, develop and support staff.		✓
<b>Qualifications, training, skills and abilities</b>		
Excellent ability to manage budgets and support income generation, including examples of securing funding for projects in the past.	✓	✓
An innovative approach to your work, with experience of testing new ideas and managing the risks associated with these.		✓
Excellent verbal and written communication skills with evidence of the ability to operate at a senior level, e.g. giving evidence to a parliamentary committee, meeting ministers and pitching to potential donors.	✓	✓
Proven ability to develop expertise in a new area quickly.	✓	
Proven ability to develop strong, effective relationships internally and externally.	✓	✓
<b>Knowledge/understanding</b>		
A broad understanding of the role of research and evidence in underpinning policy and influencing work and experience of interpreting and using research to good effect in influencing.	✓	✓
Knowledge of, and ideally experience on policy and research projects related to, the social issues that affect single parents such as welfare benefits, employment, childcare, child maintenance.	✓	✓
Knowledge of key campaigning tactics and approaches.	✓	✓

# Person specification

Criteria	To be assessed via application	To be assessed at interview
<b>Desirable</b>		
Experience of engaging those with lived experience of issues in the design and delivery of policy, campaigns, and/or research projects.	✓	✓
Experience of influencing beyond Westminster e.g. employers.		✓
Connections to relevant funders interested in supporting policy and research activity.		✓
Solid media experience, including broadcast and print interviews.	✓	✓
<b>Corporate</b>		
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.	✓	✓