

# Gingerbread\*

**Fighting to create a world where all  
single parents and their children thrive**

## Campaigns Manager

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



**Sarah Pinch**  
Chair, 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 Campaigns Manager role, 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. We challenge discrimination, and campaign against the inequalities single parents face. We support single parents by providing them with information and we build connections – providing a support network so that no single parent is ever alone.

There are over 2 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.

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.



# 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 information helps 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**

Our vision is of a world where all single parents and their children can thrive



## **Our mission**

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



## **Our values**

We are brave, trustworthy, supportive and ambitious



# Working with Gingerbread

## Where we work

Our work spans England and Wales.



Our office is based near London Bridge at 82 Tanner Street, London SE1 3GN

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

## When we work



Staff can choose to work between 7:30am and 7:30pm, with a schedule that suits both you and your line manager.

We're happy to accommodate flexible working requests from day one.

## Equal opportunities

We strongly encourage applicants from all backgrounds to apply, including underrepresented communities and single parents.



To help us assess the effectiveness of our recruitment process, please complete a diversity and equality questionnaire [via MS Forms](#). Your responses are completely anonymous, stored confidentially by our HR team and will not be shared with the selection panel.



# What we can offer you

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

Depending on the type of contract, some or all of these benefits may change, i.e. for a freelance contract.

### Working culture

- A friendly and supportive work environment
- Flexible working options available from day one to help maintain a healthy work-life balance
- Opportunities for training and professional development
- Two charity days annually to volunteer with an organisation of your choice
- Be part of a team dedicated to making a positive impact for single-parent families across England and Wales

### Money

- A competitive salary
- Workplace pension with Aegon (Gingerbread makes a 5% contribution)
- Interest-free season ticket loan up to £10,000

### 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
- Buy 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



# What we are looking for

## Job Description - Campaigns Manager

<b>Job title</b>	Campaigns Manager		
<b>Hours</b>	35 hours/week	<b>Salary</b>	Competitive, based on experience
<b>Based at</b>	Hybrid	<b>Reports to</b>	Head of Policy and Campaigns
<b>Job purpose</b>			
<p>The Campaigns Manager will support developing and delivering public campaign strategies for Gingerbread to achieve change at a national and local level and 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.</p> <p>Working across the organisation, they will:</p> <ul style="list-style-type: none"><li>• Shape our plans to support the development of a movement of and for single parents</li><li>• Increase the reach and involvement of single parents and their families in developing and delivering campaigning activity – looking at digital engagement and in-person participatory approaches – and ensure our work reflects and spotlights authentic lived experiences</li><li>• Lead our campaign activities, developing key strategies to secure change and identifying key influencing opportunities</li><li>• Communicate about our campaign work to key internal and external audiences that align with our brand</li><li>• Work with other charities and coalitions to achieve policy change</li></ul>			



## Job Description - Campaigns Manager

### 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, the communications team and the wider organisation 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 communications and fundraising colleagues to ensure a consistent supporter journey and increase campaign participation and the 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 our data insights on engagement and develop our reporting mechanisms, creating high-level insight into what works
- Work with the Evaluation & Impact Manager to evaluate national campaigns' effectiveness in delivering policy and public understanding changes
- Assist fundraising in writing bids for campaign activities and reporting on the delivery of funded activities.
- Act as a local and national media spokesperson
- Work with single parents and their families, including our local groups, to engage them in campaigning activity, developing volunteer support for them to self-mobilise
- Keep up to date on campaigning practices and network with campaign 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 within the scope of the role



## Job Description - Campaigns Manager

### Key responsibilities

#### Line Management

- To be responsible for the day-to-day management and performance of those for whom you have line management responsibility
- Work actively to support staff development within the team, providing support and opportunities from training, coaching, and delegating effectively
- Support an open management style, communicate the information well, and encourage staff to shape the organisation

#### 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 - Campaigns Manager

Criteria	To be assessed via application	To be assessed at interview
<b>Experience</b>		
Experience of digital campaigning and in using digital marketing platforms such as Impact Stack or Engaging Networks	✓	✓
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	✓	
<b>Qualifications, training, skills and abilities</b>		
Demonstrable ability to analyse complex information to make decisions and formulate strategy		✓
Commitment to inclusive approaches to influencing and supporting people to share lived experiences	✓	
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		✓
<b>Knowledge/understanding</b>		
Knowledge of good practice in campaigning	✓	✓
Knowledge of key campaigning tactics and approaches		✓



## Person Specification - Campaigns Manager

Criteria	To be assessed via application	To be assessed at interview
<b>Desirable</b>		
Experience in managing volunteers/campaigners		✓
Experience of acting as a media spokesperson		✓
Interest in and commitment to issues affecting single parents, particularly financial security, childcare and employment	✓	✓
<b>Corporate</b>		
A commitment to the work of Gingerbread and to improving the lives of the UK's 2 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		✓



## How to apply

If you are interested in becoming Gingerbread's Campaigns Manager, please send your CV and a cover letter detailing your motivation and how you meet the person specifications 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 at [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.

