



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

Public Affairs & Campaigns Officer

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 Public Affairs & Campaigns Officer 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 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.



We are a remote organisation, with our team working flexibly from various locations across the country. While we don't operate from a traditional office, we are registered at Canopi, 82 Tanner Street, London SE1 3GN, where we make use of hot desks and meeting/event spaces as needed.

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

Reward

- A competitive salary, Gingerbread is an accredited Living Wage Employer
- Workplace pension with Aegon (Gingerbread makes a 5% contribution)

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 - Public Affairs & Campaigns Officer

Job title	Public Affairs & Campaigns Officer		
Hours	35 hours/week	Salary	£28,000-£32,000 depending on experience
Location	Remote with occasional travel to London	Reports to	Public Affairs Manager & Campaigns Manager
Contract	Permanent		
Job purpose			
<p>The Public Affairs and Campaigns Officer will play a key role in developing and implementing impactful public affairs and campaign strategies to drive change at both national and local levels. Working across Gingerbread, they will support the creation of a movement for single parents, amplifying their voices and experiences to influence decision-makers and shape policy. This role involves leading campaign activities, identifying strategic influencing opportunities, and fostering meaningful engagement with single parents through digital and participatory approaches.</p> <p>Additionally, the officer will be responsible for public affairs work, including parliamentary engagement, stakeholder relations, and coalition-building with other organisations to achieve policy change. They will ensure campaign messaging is compelling, targeted, and aligned with Gingerbread’s brand while communicating effectively with internal and external audiences.</p>			



Job Description - Public Affairs & Campaigns Officer

Key responsibilities

Public Affairs	<ul style="list-style-type: none">• Support the delivery of the charity's public affairs work, including providing the secretariat to the APPG on single parent families, liaising with the office of the APPG chair to deliver to an annual plan of work as well as project managing other parliamentary events and public affairs activities; provide robust evaluation of these to improve our effectiveness.• Develop and maintain public affairs contacts in parliament, government and other external stakeholder groups and help ensure timely follow up and a clear engagement journey, particularly with politicians.• Prepare high-quality briefing materials for political audiences and senior internal stakeholders.• Horizon scan for upcoming parliamentary developments and opportunities, provide timely intelligence to relevant staff and maintain a public affairs schedule.• Represent Gingerbread at stakeholder meetings when required.• Support the collection and management of case studies, providing practical support to enable single parents to act as spokespeople for Gingerbread.
Campaigns	<ul style="list-style-type: none">• Plan and execute key campaigner engagement moments and events in alignment with the broader campaign plans.• Manage the recruitment, onboarding and ongoing oversight of the single parent campaigner group, designing and delivering their journey, with support from the wider team. Be their main point of contact and support.• In collaboration with the team maintain and update campaign content on the website to ensure accuracy and relevance. Develop campaign messaging and collateral, including emails, briefings, web content, Impact Stack actions and social media copy as well as any wider resources and content needed to engage with our key audiences.• Develop communication tools to engage supporters and amplify their voices in our campaigns.
Administrative	<ul style="list-style-type: none">• Facilitate staff engagement in policy, campaigns and public affairs work through internal communications and presentations.• Provide administrative support for events, materials, and travel logistics
Evaluation	<ul style="list-style-type: none">• Support the monitoring and evaluation of policy, campaigns and public affairs activities and outcomes.
Corporate Responsibility	<ul style="list-style-type: none">• 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 the 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
Essential		
Experience working in a public affairs or policy campaigns environment with an understanding of effective delivery of influencing strategies.	✓	✓
Excellent written and verbal communication skills, with the ability to draft compelling copy suitable for different platforms and audiences.	✓	✓
Ability to create engaging campaign materials and develop innovative engagement opportunities for target audiences.	✓	✓
Ability to build and developing productive relationships with various internal and external stakeholders.	✓	✓
Excellent organisational skills, with experience in planning and delivering projects and events to a high standard.	✓	✓
A flexible approach, with the ability to adapt to the needs of the organisation and unforeseen external developments.	✓	✓
Experience in working with or co-producing campaigns or other activities with people with lived experience, ensuring their perspectives are meaningfully embedded throughout, and their insights actively shape campaign messaging and content.	✓	✓
Ability to work independently and manage competing priorities in a fast-paced environment.	✓	✓



Person Specification

Criteria	To be assessed via application	To be assessed at interview
Desirable		
Understanding of policy issues affecting single parents, including in at least one of the following areas: poverty, employment, welfare, or family policy.		✓
Experience in using digital and social media platforms for public affairs and influencing.		✓
Experience in managing digital campaigning platforms to engage campaigners, e.g. Impact Stack.		✓
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 equality, diversity and inclusion principles and how they affect the organisation.		✓
Able to work evening and occasional weekends.		✓



How to apply

If you are interested in becoming Gingerbread's Public Affairs & Campaigns Officer, please send your CV and a cover letter detailing your motivation and how you meet the person specifications to 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.

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.

Interviews for this role will be held on the week commencing 14th of July 2025.

