



Role Profile

Job title

Campaign manager - community-based regeneration

Hours

17.5 hours per week

Responsible to

Chief executive, Empty Homes

Job purpose

The job is about delivering Empty Homes' community-based regeneration campaign working alongside the chief executive (CE) of Empty Homes who is the overall project lead for the campaign. The object of the campaign is to build a broad coalition and implement a year-long intensive campaign to secure government investment in community-based regeneration in areas with high levels of empty homes.

Main tasks

- To work with the CE to identify and persuade organisations and individuals to sign up to being supporters of the campaign as coalition members.
- To organise and service meetings of the campaign steering group (to be drawn from the wider coalition of supporters) and to assist the CE to review, encourage and record progress against the action points agreed by different steering group members, as part of an evolving campaign strategy.
- To manage a communications work strand, with the support of the CE, which will include drafting and issuing press releases, as well as building a social media campaign aimed at attracting supporters and influencing government.
- To write and keep updated text for dedicated campaign web pages (note design and uploading to the website is outsourced).
- To work with the CE to influence politicians, civil servants and other policy makers, for example through meetings and written correspondence, as well as through the public communications strand (as above).
- To organise and manage events and project visits that for example, give a voice to residents and community-based organisations, or bring politicians together with them and steering group members to discuss what needs to happen to create the conditions for community-based regeneration to become more widespread in areas with high levels of empty homes.
- Other areas of work agreed from time to time – to ensure Empty Homes can respond flexibly to achieve the campaign goals.

Person specification essential criteria:

- A passionate interest in the work of Empty Homes.
- Understanding of how central and local government operates with the ability to grasp the current funding and policy context as it relates to empty homes.
- A track record in building successful relationships, coalitions and collaborative working across diverse organisations.
- A track record in building relationships which are mindful of diversity and of ensuring that project goals are set and pursued with regard to equality objectives.
- A track record in inspiring individuals and organisations to support a campaign and take action by generating ideas and putting forward the case for action persuasively in writing and in person.
- Highly literate, with the ability to write in a variety of styles, including campaign materials, press releases and social media content.
- Ability to understand complex research information and explain to others clearly and succinctly what it means.
- Highly numerate, with the ability to interpret statistical data and to explain it accurately and succinctly to a non-expert audience.
- A track record in servicing meetings, with an ability to organise and manage events and project visits and act as a welcoming host.
- Highly organised, with experience of maintaining project documents and being accountable for progress against project plans.
- Prepared to travel extensively (including with overnight stays away) in England.
- Understanding of how to work as part of a small team, with a willingness to deputise for the CE; to be self-administrating and take a flexible approach to the tasks that need doing.

Terms and Conditions

Salary

£17,500 for 17.5 hours a week (the full-time equivalent salary would be £35,000).

Contract

Fixed term contract for one year.

Hours of work

17.5 hours a week. The post holder could work 2.5 days a week or alternative weeks of 3 days and 2 days. The working week will normally be between 8am and 6pm Monday to Friday, though flexibility is needed for some evening meetings and travel.

Annual leave

The holiday entitlement is 12.5 days (the full-time equivalent would be 25 days), in addition to public holidays.

Pension scheme

Empty Homes offers a money purchase pension scheme with 9% employer contributions and 4% employee contributions.

Place of Work

This role is based in Empty Homes' London Office in Farringdon. The post holder will be required to travel extensively across England, especially to the North of England, which may require some overnight stays.

Equality and Diversity

Empty Homes is committed to ensuring that existing members of staff, job applicants, volunteers and board members are treated fairly in an environment which is free from any form of discrimination with regard to the nine protected characteristics as outlined in the Equality Act 2010:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race (includes colour, nationality and ethnic origins)
- Religion or belief
- Sex
- Sexual orientation.