



## **Director of Campaigns and Communications**

So that no-one suffers needlessly and against their wishes in the final days or weeks of their life, Dignity in Dying campaigns for greater choice, control and access to services at the end of life. We advocate providing terminally ill adults with the choice of an assisted death, within strict legal safeguards, and for universal access to good quality end-of-life care.

In recent years Dignity in Dying's campaign has increased in prominence and has moved up the public policy agenda. This is an exciting opportunity to join the senior management team in a fast-paced environment on a high profile national campaign - a campaign that deals with one of the most important social, ethical and progressive issues of our time.

As an experienced campaigns and communications professional, with responsibility for media, parliamentary and stakeholder relations, you will provide strategic leadership that mobilises support for the organisation's campaign both inside and outside of Westminster.

On a day to day basis you will manage a team of three campaigns and communications professionals; liaise with outside consultants and consultancies; coordinate Dignity in Dying's stakeholder groups (disabled activists, healthcare professionals and inter-faith leaders); identify proactive and reactive opportunities to promote the campaign and achieve change; oversee messaging and corporate communications; monitor and manage risks to the organisation; and represent Dignity in Dying in the media and in meetings with parliamentarians, stakeholders and supporters.

The successful candidate will have substantial experience of leading in the effective design and delivery of creative, ambitious and impactful campaigns. It is also important that you are a highly skilled and persuasive communicator, comfortable speaking both to the media and parliamentarians.

As outlined above the role incorporates providing strategic support to Dignity in Dying's sister charity Compassion in Dying. Both organisations share a desire to see individual choice at the heart of end-of-life decision-making. However, whereas Dignity in Dying seeks to extend patient choice at the end of life, Compassion in Dying works to raise awareness, and facilitate the uptake of existing legal rights. Compassion in Dying is not involved in Dignity in Dying's campaign for assisted dying for terminally ill, mentally competent adults. The organisations have separate boards, which operate independently, but they share a CEO, some staff and premises.

**Deadline: 9am, Friday 24 March 2017**

Interviews will take place on **Friday 31 March**.

**Please note that CVs will not be accepted.**

To apply please send a completed application form and equal opportunities monitoring form to Sarah Bradley, Fundraising & Administration Support Officer [sarah.bradley@dignityindying.org.uk](mailto:sarah.bradley@dignityindying.org.uk)

**For further information** on Dignity in Dying please visit:

[www.dignityindying.org.uk](http://www.dignityindying.org.uk)

**For further information** on Compassion in Dying please visit:

[www.compassionindying.org.uk](http://www.compassionindying.org.uk)

## Role profile

<b>Role Title:</b>	Director of Campaigns and Communications
<b>Reports To:</b>	CEO
<b>Department:</b>	Campaigns and Communications
<b>Hours:</b>	Full time (35 hours per week)
<b>Contract:</b>	Permanent (subject to 6 month probationary period)
<b>Grade:</b>	Director, Grade 1 £47,028 – Grade 5 £60,090 (Appointments are generally made towards the entry point of the salary band. The salary offered is based on skills, knowledge & experience).
<b>Direct Reports:</b>	Three
<b>Budget Responsibility:</b>	Campaigns and Communications budget
<b>Main Place of Work:</b>	181 Oxford Street (3 <sup>rd</sup> Floor), London, W1D 2JT. The building has a small lift which is only accessible from 1st floor landing.

## Key Responsibilities

### Strategic development:

- Design and deliver campaigns which mobilise support both inside and outside Westminster for Dignity in Dying's and Compassion in Dying's objectives.
- Draft relevant sections of Dignity in Dying's and Compassion in Dying's business plans and communicate relevant strategy to staff and supporters.
- Attend Board meetings for both organisations and present and discuss communications and campaigns strategy
- Create, maintain and develop an external relations grid detailing future campaign activity, focusing on identifying opportunities to raise the profile of both Dignity in Dying and Compassion in Dying in the media, amongst stakeholders and in Westminster.

### Media relations:

- Supervise responses to reactive media requests, ensuring that both organisations can provide prompt and accurate copy and comment.
- Provide cover for the shared press phone that will include occasional weekend and out of hours work.
- Ensure copy, including corporate communications, are of the highest quality and appeal to specific target audiences.
- Ensure that both organisations are always able to put up relevant and persuasive spokespeople on request, with a specific focus on identifying and supporting case studies.
- Identify opportunities for proactive media coverage, and manage and control potential risks to both organisations.
- In light of latest evidence and arguments, ensure messaging is consistent and up to date, and that spokespeople are updated.
- Directly brief journalists; pitch stories and comment; and act as a spokesperson as and when appropriate.
- Develop and maintain productive relationships with relevant journalists.
- Liaise with the Marketing and Fundraising Team (who manage social media) over relevant content for social media, and provide copy when relevant.

### Parliamentary relations:

- Identify both reactive and proactive opportunities to further the objectives of both organisations in Westminster and the devolved administrations.
- Secure increased support for both organisations' objectives amongst MPs, Peers and members of the devolved administrations.

# CAMPAIGN FOR DIGNITY IN DYING.

- Maintain and manage a vibrant Parliamentary Advisory Group (of key parliamentary supporters), and ensure that Dignity in Dying provides first rate secretariat support to the All Party Parliamentary Group on Choice at the End of Life.
- Ensure that parliamentary supporters are regularly updated, and provided with appropriate briefings when needed.
- Supervise mapping of parliamentary support, and consistent engagement of supporters in parliamentary campaigns.
- Represent Dignity in Dying and Compassion in Dying in meetings with parliamentarians.

## **Stakeholder relations**

- Working with relevant volunteers and staff, coordinate Dignity in Dying's stakeholder groups: Disabled Activists for Dignity in Dying, Healthcare Professionals for Assisted Dying and Interfaith-Leaders for Dignity in Dying.
- Oversee Dignity in Dying's patrons' programme, keeping existing patrons up to date, engaging them in the campaign and identifying and recruiting new patrons.
- Develop and maintain dialogue with relevant stakeholder groups.

## **Management**

- Provide confident, strong and supportive leadership, chairing staff meetings when appropriate.
- Manage and support three communications specialists across media, campaigns and public affairs to ensure their high level performance and continued development.
- With the Director of Finance, set and monitor the Campaigns and Communications budget.
- As a member of the Senior Management Team, contribute to the planning, monitoring and evaluation of the organisation's work, to help ensure it achieves its objectives.

## **Person Specification**

### **Experience**

#### ***Essential***

- Extensive and demonstrable experience of delivering impactful and creative national campaigns at a senior level.
- Quantifiable evidence of achieving change through campaigning.
- Substantial experience of team management, managing a small team of direct reports.
- Experience of meeting and briefing parliamentarians, journalists and stakeholders.
- Experience of working in a busy media environment, managing an organisation's response to multiple media enquiries.
- Experience of mobilising the public to campaign for change.

#### ***Desirable***

- Experience of working in the third sector, preferably within a campaigning environment, or of working in private sector for third sector clients.
- Representing organisations in the media

### **Knowledge**

#### ***Essential***

- Comprehensive knowledge of how to influence public policy change.
- Comprehensive knowledge of the UK political environment.
- Comprehensive knowledge of the UK media environment.

#### ***Desirable***

- Knowledge of the health sector and the provision of end-of-life care in the UK.

## Skills and Abilities

- Ability to work at a strategic and operational level and be able to quickly establish your credibility within the organisation and with external stakeholders.
- Exceptional analytical, organisational and project management skills, including the ability to quickly get up to speed with complex policy issues
- Creative and organised with the ability to identify strategic solutions to operational problems.
- Outstanding written communication skills, including the ability to write attention grabbing copy, concise media briefings, and comment pieces and blogs that positively influence.
- Excellent verbal communications skills, with the ability to confidently present to a variety of different audiences.
- Resourceful and determined and able to manage controversy
- Excellent judgement and ability to manage risk
- The ability to develop, build and manage relations with parliamentarians, journalists, case studies, patrons and other supporters more generally.
- The ability to empathise with case studies and members of the public who may be distressed and in difficult circumstances.
- Ability to manage and liaise with external suppliers to ensure quality, performance and value for money.
- Ability to plan, organise and prioritise your own work and that of others to deal with conflicting priorities and ensure deadlines and strategic objectives are met.
- Strong IT skills, including word-processing, email and internet.
- Ability to assimilate new skills and information.

## Values

- Commitment to Dignity in Dying's vision and mission
- Commitment to Compassion in Dying's vision and mission.

## Organisational Behaviours

### ***Leading by example***

You lead by example through your behaviours and motivate others through your professional approach to work.

### ***Trust and respect others***

You are aware of your impact on others and treat other people with kindness and respect. You value diversity and listen carefully to understand the views of others.

### ***Proactive and supportive team member***

You work with others to reach a common goal by sharing information and supporting colleagues.

### ***Strive to be the best***

With a positive attitude, you work to a high standard to meet personal and organisational expectations.

### ***Responsibility and initiative***

You take ownership of your work and take responsibility for your actions and decisions. You use your initiative and take pride in what you do.