



JOB DESCRIPTION

Job Title:	Communications & Campaigns Manager
Managed By:	Chief Executive
Responsible For:	On/offline stakeholder engagement
Key relationships:	Happy City staff, Communications volunteers
Terms:	24 month fixed term, part time contract (4 days per week). Flexible working hours.
Salary Level:	£26- 28,000 pro rata, depending on experience
Job Summary:	Design, plan, deliver, monitor and report campaigning activities in support of Happy City's strategic plans

You are a proven campaigner with an keen eye for impact who can help us make the most of every opportunity to turn general interest into deep and active engagement. The ideal candidate will have experience in communicating campaigning messages and a strong sense of the best ways to mobilise the public, media & key decision makers.

You will work as part of the Senior Leadership Team with responsibility for strategic decisions about priorities, projects and resourcing. Your communications strategy will support organisational priorities and products, and you'll have a part to play in internal and external events as required (from team meetings and away days, to attending workshops and alliance events).

Key Practical Tasks:

Deliver public engagement, media and PR campaigns to meet key Happy City milestones and strategic goals. Make the most of topical developments; provoke curiosity & debate about happiness & prosperity amongst key target audiences; meet national media coverage targets. Recruit and manage staff and volunteers as needed.

Campaign Strategy

- develop social media products and projects to meet campaign objectives within available budget
- build relationships with wellbeing economics campaigning partners
- build relationships with creative partners to help deliver paid and pro bono products and projects that meet our campaign objectives
- deliver written materials to communicate the campaign strategy and activities (from briefings and input to board reports, to blogs and web copy)
- evaluate projects and campaign activities
- inform and engage Happy City staff, volunteers and key supporters in campaign activities

Stakeholder engagement

- Build on the achievements of the #Investin campaign theme by growing our media and social media reach and engagement,
- Engage a wide range of partner groups and organisations to increase uptake and advocacy for our campaigns, tools, projects and ideas
- Model the culture and vision of Happy City with all stakeholders online and in person at events
- Support the development of widespread, diverse community campaigning and activism for Happy City across the UK

Public Relations

- Produce press releases, enlisting pro bono professional support where possible
- Develop relationships with key journalists in national and specialist media

On-line media

- Coordinate, support & deliver agreed project campaign aims
- Work alongside the rest of the communications team to maintain a schedule of posts on all Happy City platforms and refresh and update online content

PERSON SPECIFICATION

Post: Communications & Campaigns Manager

Factor	Essential	Desirable
Experience	<p>Successful campaign delivery or equivalent</p> <p>Press and online engagement experience</p> <p>A passion for social justice and research in social trends</p>	<p>Work with mainstream media promoting behavioural change</p> <p>Event management</p> <p>Advertising and/or Digital marketing</p> <p>Partnership development/work with diverse cultures</p> <p>Any qualification that demonstrate understanding PR, marketing, campaigning.</p> <p>Working knowledge of wellbeing, happiness and new economy theories</p>
Skills and Knowledge	<p>Understanding of the reasons for challenging the GDP growth based economic system</p> <p>Exceptional communication skills, verbal and written</p> <p>Editing and copywriting in fun and creative ways, making complex ideas easy to grasp</p> <p>Up to date knowledge of campaigning & social media developments and tactics</p> <p>Excellent organisation & ability to handle deadlines</p> <p>Ability to convert strategic communication goals into appropriate, realistic and achievable campaigns</p> <p>Exemplary interpersonal and relationship building skills</p>	<p>Knowledge of local, national and international trends relating to Happy City's mission</p> <p>Aptitude for learning new software</p>

	Commitment to equality of opportunity and anti-discriminatory practice Ability to digest, understand and analyse information independently	
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Attitudes/Personal Characteristics

- Commitment to and enthusiasm for Happy City and its goals
- Enthusiasm for using social media
- Ability to think creatively, be proactive and solutions focused
- Willingness to speak their mind
- Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership
- Constructive & positive openness
- Willingness to devote necessary time & effort, flexibility around work schedules
- Ability to work effectively as a member of a team with a team building mindset
- Good, independent judgement
- Curiosity