

Position Title	Campaigns and Partnerships Manager (Anti-Bullying Alliance)	
Position Number	2335	
Remuneration Band	Band 5	
Post Conditions	Permanent	35 hours / 1 FTE
Position Location	London Fields Regular travel to London Fields office (minimum two days per week in office)	
Directorate	Practice and Programmes	
Reports To	Head of the Anti-Bullying Team	
Direct Reports	TBC	

Purpose of Role

Responsible for the successful delivery of national campaigns and projects (primarily Anti-Bullying Week and Odd Socks Day) and management of its partners.

Organisational Context

Since 1963 the National Children's Bureau has been at the forefront of campaigning for children and young people's right to a safe, secure and supported childhood. We are a dynamic and multifaceted organisation dedicated to a range of important issues affecting the lives of millions of children and young people. We champion children's right to be safe, secure and supported, by using evidence and our expert knowledge to influence government policy, and help practitioners to do the best job possible, especially for the most vulnerable and disadvantaged children and young people.

The Anti-Bullying Alliance is a unique coalition of organisations and individuals, working together to achieve our vision to: stop bullying and create safer environments in which children and young people can live, grow, play and learn.

We welcome membership from any organisation or individual that supports this vision and support a free network of thousands of schools and colleges.

The ABA has three main areas of work:

1. Supporting learning and sharing best practice through membership;
2. Raising awareness of bullying through Anti-Bullying Week and other coordinated, shared campaigns; and

3. Delivering programme work at a national and local level to help stop bullying and bring lasting change to children's lives.

We provide expertise in relation to all forms of bullying between children and young people. The Anti-Bullying Alliance was established by the NSPCC and the National Children's Bureau in 2002 and is hosted by the National Children's Bureau.

Key Accountabilities

- Manage the delivery of an effective, far reaching, and high achieving national Anti-Bullying Week and Odd Socks Day campaign.
- Ensure that relationships with funders and partners are effectively managed, meeting funder's requirements and KPIs.
- Deliver key elements of anti-bullying activity and projects including resource production, work with young people, research and organising events.
- Lead on the development and implementation of campaign plans across the spectrum of communications disciplines namely: media and public affairs, events, briefings and other stakeholder communications, social and digital media, website development, internal communications, and brand marketing (which includes advertising and the production of materials).
- Assist Head of Anti-Bullying in writing bids and report on delivery of funded activities.
- Line management of team members where needed.

Role Descriptors

Decision Making

- Programme management, including planning and delivering, across the Anti-Bullying Week and Odd Socks Day campaign including developing resources, campaign messages, working with young people, high profile partners, media and social media content and plans and planning events.
- Work with the Head of Anti-Bullying and partners to ensure that Anti-Bullying Week is a wide reaching campaign, continues to develop and grow, raises awareness of bullying and meetings its KPIs across the England, Wales and Northern Ireland.
- Explore how to make use of digital media and tools further where it can help the Anti-Bullying Alliance achieve better campaigning results.
- Establish and implement a communications plan for Anti-Bullying Week.
- Lead the development of a range of tools, information, campaign films, event organisation, social media and campaign packs to ensure the effective delivery of Anti-Bullying Week across a range of audiences.
- Work with young people to develop the campaign messages.

Analysis and Initiative

- Set impact measures and success criteria for campaigns and be accountable for meeting agreed key performance indicators as set by the Director of ABA and its corporate partnerships.
- Use and report on systems, including social media, website CMS, Salesforce Customer Relationships Management, and processes, such fundraising websites to ensure efficiency of delivery of the campaign activity.

- Keep abreast of relevant audience insight and best practice in charity campaigning and use that knowledge to inform campaign plans and strategies.
- Keep up to date on campaigning practice across the sector and anti-bullying policy and practice.
- Evaluate the effectiveness of national campaigns both in relation to reach and in delivering changes in policy, practice and public understanding and behavior.
- Collect data for and write evaluation reports, status report and attend regular project meetings for key stakeholders including corporate partners.
- Act as a local & national media spokesperson.
- Undertake any other duties that may be reasonably required to support the team's work. This may include taking responsibility for other partnerships or projects.
- Some travel and outside of office hours work may be required, with notice.

Working Relationships

- Working closely with internal colleagues including the Head of Anti-Bullying, NCB media team and the wider ABA team to coordinate and deliver the ambitious plans for Anti-Bullying Week.
- Work with a range of key stakeholders from a main corporate funder, members of government, ABA members, parliamentarians, schools, corporate, media, celebrities, and influencers to ensure engagement for Anti-Bullying Week
- Supporting the development of relationships with funders using project plans, regular meetings and ensuring the level of engagement matches expectations and needs of the funders.

- Support the Head of Anti-Bullying to build relationships with key high-profile stakeholders and funders, undertake media activity and plan campaigns.
- Develop and grow partnerships long term and ensure all opportunities are maximised.
- Commission campaigns content from suppliers, including video, social media and media.

Developing Others

- Line management responsibility for members of team as agreed with the Head of Anti-Bullying.
- Liaise with members of relevant networks and partnerships to ensure they benefit from membership of ABA.

Resource Management

- Responsibility for preparing and monitoring budgets.
- Develop with the Head of Anti-Bullying a strategy for individual giving, especially focused on the Odd Socks Day campaign, and a system in place to encourage and thank donors.
- Identify and develop new opportunities for funding and income generation, designing programmes, forging partnerships and taking the lead in responding to competitive opportunities.

Person Specification

Knowledge, Skills and Expertise

Essential

- Demonstrable experience of success in managing national campaigns – from project management through to creative oversight, supporter engagement and budgetary and strategic planning
- Ability to develop campaign strategies and knowledge of good practice in campaigning
- Experience building long-term effective working relationships with a range of partners including senior stakeholders including government, corporate and influencer.
- Highly developed ability to verbally convey information to a range of audiences in a clear, inspiring and confident way to achieve desired outcomes
- Excellent written communication skills to analyse, interpret and present complex information in a clear and persuasive way for a wide range of audiences including through social media platforms
- Excellent organisational skills with the ability to organise and plan own work and the work of others to deliver objectives on time and to task
- Experience of budget management and data management
- Ability to work flexibly and undertake out of hours working and travel with notice

Desirable

- Experience in the charity and / or anti-bullying sector

- Proven ability to work collaboratively with young people
- Experience of acting as a media spokesperson
- Experience in Corporate Partnerships account management and, in managing high value accounts
- Fundraising experience

Working at the National Children's Bureau

NCB has an equal opportunity employer and implements a programme of positive action to make this policy fully effective by ensuring that no job applicant or employee receives less favourable treatment on the grounds of protected characteristics or attributes.

Background Checks

To ensure we effectively safeguard the children and young people that we work with, NCB will carry out a number of pre-employment checks as part of our recruitment and selection process to enable us to make informed recruitment decisions. After interview we may ask potential staff members in relevant roles for consent to a Disclosure check which will be carried out by the Disclosure and Barring Service (DBS).

In order to process the Disclosure check, NCB is required to confirm the identity of any potential staff members. For this reason we will seek documentation as evidence of identity and a list of the documents required will be discussed with the potential staff member by the Human Resources team. You do not have to consent to these checks being carried out. However, if consent is withheld NCB will have the right to withdraw the offer of employment.

Benefits and Conditions

NCB employees enjoy a number of benefits as part of the terms and conditions of their employment including generous leave provisions, season rail ticket loans, a flexible approach to working, an Employee Assistance Program, and workplace pension contributions.

Data Protection Statement

The information that you provide on this form and that obtained from other relevant sources will be used to process your application for employment. We may also use the information if there is a complaint or legal challenge relevant to this recruitment process. We may check the information collected, with third parties or with other information held by us. We may also use or pass to certain third parties information to prevent or detect crime, to protect public funds, or in other ways as permitted by law. By signing the application form you are agreeing to the processing of sensitive personal data in accordance with our registration with the Data Protection Commissioner.