



# **AGENDA** **alliance**

**Campaigns and Influencing Manager**

Job Pack

# Who we are

## **We are the Agenda Alliance.**

We are bold, ambitious feminists, living in a world where women and girls at the sharpest edge of adversity are consistently overlooked and harmed.

Too many women and girls are hurt; too many lives are damaged; too much potential is lost.

We are a social movement, campaigning with courage and in solidarity with our Alliance members and women and girls, so that they can thrive.

*"Policymakers need a kick up the butt. They need to do something, and they need to do it fast otherwise there are going to be so many more disadvantaged women; more suicides, homelessness, child removal. It needs acting on and it needs acting on fast."*

*— Women's Advisory Network member*



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# Our mission

We advocate and campaign for systems and services to respond appropriately to women and girls with multiple unmet needs.

# Our purpose

We want public services to respond better to the distinct and multiple unmet needs of women and girls, including appropriately responding to gender, age, race and trauma.

For the whole system to respond better, we stand in solidarity with the voluntary sector and advocate for them to be empowered.

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# Our values

**Our values are our guiding principles for our work to deliver our mission. It is who we are and how we behave.**

**We promise to be:**



## **Intersectional**

We understand that the most disadvantaged women and girls experience multiple types of intersecting trauma and disadvantage. So, we approach our work in a way that cuts across services, sectors and systems that are there to support the full breadth of issues and disadvantages that women and girls face.



## **Courageous**

We are courageous in speaking out and taking action for and with all women and girls. We stand in solidarity with all women and girls and provide platforms for their views and voices. We campaign confidently, with pride, strength and grit.



## **Credible**

We design campaigns that are grounded in robust evidence, proven good practice and the experiences of women and girls. We are committed to constant learning from the wider sector and our Alliance members – including small, specialist, front-line organisations – and learning from women and girls.



## **Clear**

We communicate with clarity and try to be as clear as possible, so that everybody can understand, contribute and join our social movement. We speak in plain English and are committed to translating into different languages when required, including BSL. We do not waffle and are impactful when we present.



## **Collaborative**

We collaborate with others in a meaningful way and stay true to our history of convening the sector. We will continue to listen to different perspectives and draw strength from diversity. We seek to develop shared understanding, to find new ways of talking, thinking and working across divides and boundaries.



# Background

Agenda Alliance was brought together in 2015 to advocate for women and girls at risk, following Baroness Corston's report into women in the criminal justice system.

Since our foundation, Agenda has become established as the go-to organisation on gender and multiple disadvantage. We have built an alliance of over 100 members across England and Wales who span a range of specialisms, bringing together large national charities and small local organisations to campaign for women and girls with unmet needs. We have built strong relationships across the political spectrum, voluntary sector and academia, generating real change in policy and practice for women and girls experiencing multiple disadvantage.

We are seeking an experienced Campaigns and Influencing Manager to bring together the expertise of our members, women and girls with lived experience of the issues we work on, and our rich evidence base to build a powerful voice, impactful strategies to influence broken systems, and a collective movement for lasting systemic change.

The post holder will report to the Deputy Chief Executive and be responsible for line managing the Communication and Campaigns Co-ordinator, with a dotted line to the Policy and Public Affairs Officer and Evidence & Research Officer (vacant, shortly to be recruited).

*"As a mum to daughters, I want them to see that women can achieve and have got a voice and when women come together magical things happen And you feel like you're making a difference for future generations." —  
Expert by Experience*



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# The role

## Job title

Campaigns and Influencing Manager

## Reporting to

Deputy CEO

## Salary

£40,000 per annum

## Contract

Full-time, permanent. We are open to discussing flexible or part-time working.

## Benefits

Access to a defined contribution pension and 25 days annual leave per year (pro rata) + three working days between Christmas and New Year.

## Location

Hybrid working, with 2-3 days in the office

Shoreditch Exchange  
Gorsuch Place  
Shoreditch, London  
E2 8JF

## Job purpose

To develop and drive forward Agenda's campaigns and influencing plans to improve systems and services for women and girls with unmet needs.

# Who are we looking for?

At Agenda Alliance, we know that to end cycles of trauma and harm for women and girls the whole system needs to work differently, and respond in a gender, trauma, age and culturally appropriate way to multiple unmet needs.

To do this, we need to act together with others – those with lived and learnt experience, working across siloes and taking a holistic and long-term view to bring about the change we want.

This role would support a collaborative, proactive and enthusiastic person, keen to work closely with our team, Alliance members, and women and girls with lived experience of the areas we work on, to share our messages and bring about positive social change.

This is an exciting and varied role, providing the right candidate with the opportunity to bring together campaigning, policy influencing, convening and co-production, as well as the chance to develop and manage others. The postholder will look across all our evidence and projects to consider and implement the most impactful routes to influence.

We are less interested in your qualifications, and more interested in your values, background and both lived and learned experience. We are actively trying to diversify our team, so if you are from the Black, Asian and minoritised communities, identify as LGBTQ+, have a disability, and/or bring lived experience relevant to the areas we work in, we would love to hear from you.

# What might your week look like?

In a week as Campaigns and Influence Manager you might find yourself doing the following kinds of activity:

- Drafting a campaigns strategy to progress Agenda's influencing goals, ensuring our extensive evidence base, Alliance members, and women and girls' voices, are at the heart.
- Convening a group of Agenda Alliance members to learn about emerging issues the women and girls they work with are facing, following up with them afterwards to let them know what you plan to do next with what they've told you.
- Working with the Campaigns and Communications Coordinator and Policy and Public Affairs Officer to prepare a media response to breaking news about young women in custody, including briefing the CEO in preparation for a live media appearance.
- Working with the Campaigns and Communications Coordinator to shape messaging for an Agenda campaign film, co-produced with women with multiple unmet needs.
- Work with the Campaigns and Communications Coordinator and Administrative Officer to develop a session plan for members of our Women's Advisory Network, to strategise their involvement in our influencing work.
- Meet colleagues from across the sector to develop an approach to collectively influencing a recently announced Government consultation, then developing next steps for convening this collective action.
- Developing ideas for digital campaigning assets with the Campaigns and Communications Coordinator.
- Working with the Policy and Public Affairs Officer to organise a parliamentary event in support of one of our campaign goals.
- Gathering and inputting examples of our influencing progress into our impact framework.
- Being part of a whole team meeting to review our work on embedding anti-racist and trauma-informed approaches into our practice.



# What is it like to work here?

Wellbeing is a priority,  
with a flexible working  
and 'duvet days'

Team brunches!

Highly-supportive work  
environment,  
encouraging learning and  
respect of lives outside of  
work

Working with dedicated,  
talented women on the  
team, on our Board and  
with our Alliance  
members

Supportive and engaged  
board of Trustees

We care deeply about the  
work and better outcomes  
for women and girls

We work on the  
understanding that  
women and girls are the  
experts

We know how to  
have fun too!

AGENDA  
alliance



# Job Description

- Developing and holding Agenda's campaigns and influencing plans, aimed at improving systems and services for women and girls with unmet needs, drawing on a range of tactics and approaches.
- Overseeing the delivery of existing funded projects and influencing goals, including around young women and racial disproportionality in the justice system, girls at risk of school exclusion, mental health and racism in public services.
- Coordinating the team to draw together Agenda's research, communications, policy and insights to develop key messages, and ways of using these to target and influence key audiences.
- Identifying key points of influence and leverage across a range of areas, nationally and locally - developing approaches and relationships with key actors which will have maximum impact for bringing about change.
- Using Agenda's impact measurement tools to design, develop, measure and evaluate our approaches to achieving change.
- Leading on embedding anti-racist and trauma-informed approaches into our influencing and campaigns.
- Developing and holding relationships with key stakeholders, including decision-makers, policy influencers, government bodies, parliamentarians and other stakeholders in relevant sectors.
- Building productive and positive relationships with Alliance members, and women and girls with lived experience of the areas we work on, to strengthen our coproduction approaches to bringing about change for women and girls with multiple unmet needs.
- Keeping across external political developments and key debates - identifying and acting on new campaign and influencing opportunities relevant to Agenda's work.
- Developing and hold campaign and project plans as required, including budgets, impact measurement tools and stakeholder reporting requirements, with an eye to deadlines, detail and outcomes.
- Manage and support the work of those you line manage, ensuring the right level of delegation, clarity, autonomy, collaboration and development opportunities.
- Contributing to organisational fundraising, supporting leadership and the Fundraising Manager with bids, reporting and funder meetings.
- Representing Agenda at key political, policy, and sector events and forums.

# Person Specification

## **Success in bringing about change**

- Track record of successfully bringing about policy, practice or systems change for groups of marginalised people, at local and national level.
- Experience working collaboratively with broad stakeholder groups to develop campaigns and approaches to bring about change.
- Ability to communicate complex issues and recommendations for change with clarity to a range of diverse audiences.

## **Developing influencing strategies**

- Experience designing and delivering different campaign approaches, such as digital campaigning, using media to shift debate or policy advocacy.
- An awareness of good practice in campaigning and influencing and the ability to demonstrate sound political judgement.
- An interest in where power and decision-making sits in complex systems, locally and nationally, and ideas about how to influence this from both 'inside' and 'outside'.

## **People and relationship-building**

- Strong leadership skills, with experience of motivating and managing others effectively.
- Strong relationship-building skills, with a track record of engaging and different stakeholders, including front-line organisations, policymakers, government agencies, and public service providers.
- Facilitation and convening skills, with experience organising events, meetings or campaign activities (both in person and online).
- Experience of working in a gender, age, trauma and culturally responsive strengths-based way with people of lived experience of trauma.





# Person Specification, cont.

## **Budgeting, fundraising and reporting**

- Financially savvy, with a good understanding of how to design and monitor project budgets.
- Ability to report accurately to funders, as well as contribute to funder applications.
- Good understanding of how to track impact in influencing work, and a commitment to recording this.

## **Desirable:**

- Experience of how movements and networks of different actors can be built to bring about positive social change.
- Experience of supporting the development of others and line management.
- Experience developing groups of experts by experience as spokespeople, peer researchers or campaigners, supporting individuals to develop and build their leadership.
- Experience developing and managing public awareness-raising or perception-shift campaigns.
- Skills in designing and facilitating workshops and planning sessions to develop strategic approaches to influencing.
- Understanding of safeguarding practice, and experience working in a trauma-informed environment.

## **Personal attributes**

- A strategic thinker with the ability to develop and implement long-term plans and solutions.
- Commitment to inclusive and intersectional feminism, social justice and anti-racism, and an understanding of how forms of oppression, life experiences and complex broken systems interact to cause harm.
- Commitment to collaboration, deep-listening, power-sharing and working with a range of partners to achieve shared goals.
- Very organised and excellent at managing time, projects and people.
- An interest in contributing to a culture of continuous learning and the professional development of others.
- Enthusiastic, proactive and resourceful with a can-do attitude and a strong team player.

# How to apply

To apply, please send us your CV, and a cover letter of **no more than two pages** answering the questions below by **midnight on Sunday 23 February**.

When you send your application, we ask that you also complete our equal opportunities monitoring form [here](#).

Completing this form helps us to understand the kinds of people who are applying for roles at Agenda, and whether we are attracting a broad range of applicants. The form is anonymous, and it cannot be linked to your application. In your cover letter, please also state where you saw the role advertised.

There will be a short task for the interview which we will provide in advance so you have time to prepare.

We can offer alternative ways to apply, such as a video application, rather than a cover letter. Please email for further information if you would like to do so.

- Why does this role appeal to you, and what about your experience makes you feel it is a good fit for you?
- Tell us about a campaign or influencing strategy you have led which you feel particularly proud of. What went well, what did you learn and how would you take what you learnt forward in future projects?
- Thinking about Agenda Alliance's strategic priority to **convene and amplify voices for change**, what opportunities do you see to progress this, and what experience do you have which would help you lead on this work through our campaigns and influencing?

**Closing date: midnight, Sunday 23 February**

**First round interviews** will be held on 10 or 11 March. If we need to have a second/final round of interviews, they will be held **w/c 17 March**. Please keep those dates clear if you apply or let us know if your application if there are dates you can not do.

We will be holding Q&A sessions about the role on 20 February. If you'd like to have a chat with our Deputy CEO about the position to see if it would suit you, you can book a slot to have a conversation over Zoom or Teams. Please contact Teddy, our Administrative Officer to arrange this on [adminsupport@agendaalliance.org](mailto:adminsupport@agendaalliance.org)

We will also be providing interview questions in advance to candidates invited to interview.

Agenda Alliance selects all candidates for interview based on their skills, qualifications, experience and ability to do the role advertised. We welcome and encourage applicants from all backgrounds and do not discriminate on the basis of age, disability (physical or learning), gender reassignment, marriage or civil partnership, pregnancy/maternity, race, religion or belief, sex or sexual orientation. We will provide reasonable support to disabled applicants throughout the recruitment process.

Please contact [adminsupport@agendaalliance.org](mailto:adminsupport@agendaalliance.org) to identify any additional support that you may require to enable you to make an application.

# Find out more

**For further information, please visit us online:**

Website: [www.agendaalliance.org](http://www.agendaalliance.org)

Read our strategy here: [www.agendaalliance.org/our-work/five-year-strategy](http://www.agendaalliance.org/our-work/five-year-strategy)

Twitter/X and Instagram: @agenda\_alliance

Bluesky: @agenda-alliance.bsky.social

LinkedIn: [www.linkedin.com/company/agenda-alliance](http://www.linkedin.com/company/agenda-alliance)



# Agenda Alliance in the media

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## The urgent need for change in prisons after survey finds women face high levels of racism by staff

PRISONS | RACISM | Friday 19 August 2022 at 1:06pm

**Monifa Bobb-Simon**  
Presenter, ITV Central

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## Surge in number of women being jailed as overcrowding crisis grips prisons

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Maya Oppenheim Women's Correspondent • 4 days ago • 4 Comments



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Maya Oppenheim Women's Correspondent • Wednesday 22 February 2023 16:50 GMT • 6 Comments



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**BIG READ**

"The cost of living crisis is rapidly becoming a national emergency for domestic abuse victims which will only get worse"



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## Rise in vulnerable women dying early in north-east England, report finds

Charity identifies 'triple shock' of Covid, austerity and cost of living as premature deaths increase

**Mark Brown** North of England correspondent  
@markbrown14  
Mon 10 Jul 2023 06:00 BST

