

Oxfam

Campaigns Director

Job Profile

These notes provide information on the appointment of the Campaigns Director to Oxfam. Page 3 provides details on how to apply.

Job Profile Details

Job Title: Director of Campaigns

Division: Campaigns & Policy

Department: Campaigns

Job Family: Communications

Contract: Open Ended

Location: Oxford, UK

Level: A

Salary: circa £60,000 per annum (negotiable)

Hours: 36 per week

Application Deadline: 13th January 2012

Oxfam GB purpose: To work with others to overcome poverty and suffering.

Campaigns & Policy Division purpose: To work with others to alleviate global poverty and suffering by driving cutting edge campaigns that makes governments and business act.

Campaigns Department purpose:

- Mobilise a critical mass of active citizens globally and in the UK, to generate an irrefutable expression of public opinion for an end to poverty;
- Continue to build a global campaigning capacity with Oxfam GB leaders and alliances in countries around the world that are key to delivering change for poor people (e.g. Brazil, China, India, South Africa, France, Germany Indonesia);
- Lead the creative and strategic thinking to deliver three global public-facing campaigns: Oxfam's priority campaign, GROW; Financing for Development and Essential Public Services, including the Robin Hood Tax; and Humanitarian including Arms Control.

Job purpose:

Lead the global public-facing campaigning of Oxfam GB to help deliver transformational change for poor and vulnerable people, in close collaboration with Oxfam GB and Oxfam International colleagues, and in alliance with our campaign partners.

Reporting lines:

- **Reports to:** Director, Campaigns & Policy Division
- **Has reporting to:** 3 Campaign Managers (issues teams), Innovations Manager, Head of UK Campaigns, Head of Southern Campaigning and Advocacy, Executive Assistant (exact line reports may alter under a review)
- **Leads:** the Campaigns Department of 80 staff, and the public-facing aspects of our campaigning in Oxfam International.
- **Budget responsibility:** Direct responsibility for budget of circa £4.5 million pa

Key Responsibilities:

- Vision and Strategy: Work with the Campaigns and Policy Division Management Team (CPDMT) to keep evolving our vision and strategies for Oxfam to become a stronger global campaigning force alongside our allies and partners.
- Leadership and management of the Campaigns Department: inspiring and empowering a team of highly motivated and high-performing staff through performance management and staff development. Building strategy and using a strong project management approach to planning, maintaining systems and financial control for cost-effectiveness; ensuring accountability and learning is used to improve delivery.
- Lead and Deliver High-Impact Campaigning and Movement-Building: lead and oversee high-impact, global campaigns. This involves working closely with other senior managers leading our multidisciplinary campaign functions (research, advocacy, media/PR, popular mobilisation), with our overseas regional directors, and with Oxfam International. We expect the impact to be at the scale of Make Poverty History, Make Trade Fair, and Climate Justice.
- Build our global campaigning resources: work with Oxfam International, allies, and our overseas Regional Directors to build the infrastructure of resources and relations across key countries, from the G20 to the Least Developed Countries, that will leverage change for the poor communities we work with.
- Develop active citizens: We want to reach out and strengthen public attitudes and beliefs that support an end to mass poverty, extreme inequality, and climate change. We need someone who understands how we activate and strengthen public norms that will lead to a fairer world.
- Represent: have the confidence and communication skills to rally the public, be able to speak in sound-bites to the media, the political nous to influence directly senior political and business leaders, and the passion to motivate celebrities to go that extra mile to help end poverty.
- Oversee UK Campaigning: manage the Head of UK Campaigns who leads a team of 50 staff across UK nations and regions working with local political audiences, media, activists (old and young), communities and schools, to involve and empower the UK public to make change happen.
- Innovate: drive innovation to seize new opportunities to maximise our influence. Opportunities and challenges include changing technologies, new actors in campaigning and development action and debates around appropriate roles and accountability of NGOs.
- Work within the senior management team to lead the whole Campaigns and Policy Division, and with the Programme Leadership Team to provide collective leadership of our global programme of long term development, humanitarian response, and campaigning.

Skills and Competence: [E =Essential / D =Desirable]

- A person of clear vision and determination to drive for results. E
- Strong management and leadership abilities, including experience of providing supportive, empowering line management with assertive and coaching styles. Leading large, complex, multi-disciplinary teams towards a common objective, across issues and time zones, through motivation, talent development and change management E
- Strong and instinctive understanding of strategy on how to connect the politics of poverty reduction with strengthening public opinion and actions, and alliances. E
- Experience of external representation with public, media, and lobby targets. E
- Strong understanding and judgment of how change happens in diverse political and economic systems. E
- Keen appetite for continual learning and improvement E
- Commitment and understanding of gender equality and its impact on poverty. E

- Knowledge and experience of working on international development, D
- Politically astute, knows how institutions work, how decisions are made, who makes them and how they can be influenced. E
- Excellent written and verbal communication skills to motivate, influence and negotiate both internally and externally. E

Other:

Travel away from Oxford, including international travel, is a significant part of this role and you should anticipate the need to be away for up to six weeks a year and at key moments there will be the need to work after hours or at the weekends.

Applying for a job? Here is a [guide](#) to help you make the most out of the application process.

Vous postulez _ un emploi? Voici un [guide](#) pour vous aider _ profiter du processus d'application.

Quer candidatar-se a um emprego? Aqui est_ um [guia](#) que para o ajudar a simplificar o processo de candidatura.

Estas buscando un un trabajo? Aqui puedes encontrar una [guia](#) que te ayude a simplificar el proceso de solicitud!

How to Apply:

Applications should be sent by email to Sam Stephens at oxfamcamdir@macaulaysearch.com
The closing date for applications is noon on Friday 13th January.

Your application should comprise:

- a full CV, including educational and professional qualifications, a full employment history showing the more significant positions, responsibilities held, relevant achievements and latest remuneration including all benefits;
- a cover letter of not more than 1.5 pages summarising your motivations for applying and explaining your ability to fulfil the role specifications and primary responsibilities;
- daytime, evening and/or mobile telephone numbers (to be used with discretion);

Please also note in your covering letter where you saw the advertisement and your availability for the interview dates (see below).

Process:

Macaulay Search has been engaged as the employment agency advisor on this appointment. A selection of candidates will be invited to interview with Oxfam on Friday 3rd February. Should it be required, a second round of interviews has been scheduled for Monday 7th February.

The appointment will be made subject to the receipt of satisfactory references.

The successful candidate will be expected to take up the post as soon as is reasonably possible.