

# PLAN INTERNATIONAL UK JOB PROFILE

<b>Job Title</b>	Campaign Lead – Periods Project
<b>Department</b>	Campaigns, Communications and UK programmes
<b>Grade</b>	3
<b>Salary</b>	£40,745 FTE per annum (£33,068 per annum for 28 hours per week)
<b>Contract type</b>	8 month fixed-term contract Jan-Aug (part-time 28 hours per week)
<b>Reporting to</b>	Global Campaigns Manager

## Overview of Department

Plan International UK is an international children's organisation, striving for a just world that advances children's rights and equality for girls.

This exciting role sits within a newly designed Communications, Campaigns and UK Programmes Directorate, which has come together under a new Director in 2019.

The Communications, Campaigns and UK Programme department aims to:

- Ambitiously raise the profile and awareness for Plan International UK's work among UK audiences, inspiring their support for our work and ensuring we are recognised as a trusted, go-to organisation
- Drive and deliver effective campaigns, creating a shift in public and political opinion on children's rights issues, with a specific focus on the rights of adolescent girls in the UK and internationally
- Provide and promote rights-based programme work for girls across the UK
- Mobilise public, media, VIP and corporate engagement with our work

Plan International UK has been a leading voice within the UK on tackling the issue of period poverty and stigma. In 2018 we published '*Break the Barriers: Girls' experiences of menstruation in the UK*' along with a menstrual manifesto. This led to campaigns and secured government funding to build a network of professionals across England who are working to end period poverty.

As a result of this work a leading global retail business with a commitment to ethical business has chosen to partner with Plan International UK. This partnership will lead a ground-breaking new campaign in the UK contributing to the aim of ending period shame.

## Job Purpose

- To deliver **campaigns expertise for and delivery of our business partner's campaign tackling period stigma**
- To foster and manage **positive working relationships with our business partner**
- Support our business partner with **staff engagement and training**, as well as **customer mobilisation** in line with campaign aims
- To **lead Plan International UK's participation** in this campaign, including the internal project management and stakeholder engagement.

Key Deliverables	Key Activities
<b>Deliver a national campaign on ending period shame</b>	<ul style="list-style-type: none"> <li>• Working closely with the business partner develop a campaign delivery plan and to execute it, producing deliverables as agreed</li> <li>• Identify external opportunities for impact, innovative mobilisation tactics and engagement opportunities to advance the aims of the campaign</li> <li>• Maintain a thorough understanding of the external environment in which campaign is operating</li> <li>• Working continuously to ensure that the campaign is in line with Plan International UK's influencing aims and approach, as well as best practice</li> </ul>
<b>Relationship Management with business partner</b>	<ul style="list-style-type: none"> <li>• Build and maintain a strong working relationship with key contacts within our business partner as the lead Plan International UK contact</li> <li>• Create and maintain a shared ways of working approach between Plan International UK and our business partner</li> <li>• Build and maintain a strong working relationship with key contracts at external agencies engaged in the campaign</li> </ul>
<b>Cross organisation campaign project management</b>	<ul style="list-style-type: none"> <li>• Lead the project management of the campaign within Plan International UK, working across teams internally to ensure optimal delivery</li> <li>• Establish robust, streamlined and effective sign off procedures internally for the campaign</li> <li>• Ensure all staff are well informed of campaign plans including driving effective internal comms and providing Senior management with high quality reports and updates</li> <li>• Risk assess the campaign and reactive activities as they arise</li> </ul>
<b>Proactive and reactive campaign mobilisation and advocacy support</b>	<ul style="list-style-type: none"> <li>• Working closely with the business partner, closely support the delivery on the ground of the campaign by local staff members</li> <li>• Deliver staff engagement, mobilisation, training and presentations to engage staff in the campaign</li> <li>• Initiate and manage the implementation of reactive and other influencing activities, ensuring activities meet objectives</li> <li>• Support the creation and delivery of campaign stunts, activities and events as needed</li> </ul>
<b>Be accountable for Plan International UK's expert voice</b>	<ul style="list-style-type: none"> <li>• Ensure all campaign content is based on Plan International UK's expertise, research and good practice</li> <li>• Help professionals overcome taboos and cultural challenges associated with campaign adoption</li> <li>• Ensure Plan International's commitment to gender equality and girls' rights, youth engagement and 'do no harm' principles are at the heart of the campaign</li> </ul>
<b>Reporting, monitoring and evaluation</b>	<ul style="list-style-type: none"> <li>• Working with the business partner, devise and implement monitoring and evaluation.</li> <li>• Report on the impact of the campaign ensuring processes for reporting are efficient and effective; apply learning to drive efficiencies and future performance</li> <li>• Monitor and evaluate all campaigning activities and provide regular campaign updates to the organisation</li> </ul>

<b>Other Responsibilities</b>	<ul style="list-style-type: none"> <li>• Keep up to date with public policy developments related to the campaign priority areas</li> <li>• Attend and contribute to team, departmental and interdepartmental meetings and working groups as applicable</li> <li>• Represent Plan at meetings and other events as required</li> <li>• Maintain a high standard of continuing professional development</li> </ul>
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<b>General</b>	<ul style="list-style-type: none"> <li>• Ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are in line with the overall aims of the organisation and with policies and procedures.</li> <li>• Participate in training and other activities as requested</li> </ul>
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<b>Awareness and Representation</b>	<ul style="list-style-type: none"> <li>• Commitment to Plan's position on promoting girls' rights and gender equality, and integrating this into all aspects of work.</li> <li>• Commitment to child safeguarding and to being confident and competent in meeting safeguarding responsibilities</li> </ul>
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<b>Level of Child Protection Responsibility</b>	Medium
<b>Level of Budgetary Responsibility</b>	Medium

*This is not intended to be an exhaustive list. Your job description may be subject to change.*

<b>Date Created</b>	Dec 2019
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## PLAN INTERNATIONAL UK PERSON SPECIFICATION

PERSONAL COMPETENCIES	
Competency Title	The successful candidate will be able to....
<b>Communicating with all stakeholders</b>	<ul style="list-style-type: none"> <li>• Communicate clearly, concisely and confidently to a high standard – both through excellent written communications and verbally – catering to a variety of internal and external audiences</li> <li>• Communicate information so that it is timely, accurate and relevant to others, keeping all relevant stakeholders informed and up-to-date</li> </ul>
<b>Working effectively and efficiently</b>	<ul style="list-style-type: none"> <li>• Be self-motivated and innovative; work accurately with strong attention to detail, and efficiently to deadlines and targets, managing a wide and varied workload</li> </ul>

	<ul style="list-style-type: none"> <li>• Seek to improve work methods to achieve high levels of efficiency</li> </ul>
<b>Demonstrating Plan values</b>	<ul style="list-style-type: none"> <li>• Demonstrate high levels of integrity</li> <li>• Put child protection and the impact we have on children's lives at the heart of what we do</li> <li>• Continually strive to improve skills and knowledge to improve performance and contribution, maintain continuous monitoring, and suggesting changes where appropriate</li> <li>• Respond positively to feedback from others, identifying mistakes and taking constructive action to ensure lessons are learnt.</li> </ul>

## RELEVANT EXPERIENCE

### The successful candidate will have....

Experience of delivering successful campaign strategies through strong project management

Experience of successful partnership working with a wide range of external stakeholders

Demonstrable understanding of UK policy or parliamentary or local authority process, and/or girls' rights/gender equality work, as well as relevant experience of working in one of these fields.

## SPECIFIC SKILLS AND KNOWLEDGE

### The successful candidate will have the ability to....

### The successful candidate will have knowledge of....

Lead a cross-organisational project team to successfully deliver a campaign strategy

Effective campaigning tactics, trends and approaches that drive engagement and impact

Successfully manage the relationship with a corporate partner, with a positive and collaborative approach

Effective partnership working

Successfully manage their time and prioritise their workload in a self-sufficient manor

Girls' rights and gender equality issues, including an understanding of the policy landscape in relation to periods

Communicate effectively and successfully with a wide range of internal and external stakeholders, including written and verbal

Meaningful youth engagement, including understanding of Safeguarding and Child Protection procedure and policies

Inspire and motivate a wide variety of potential campaign supporters and allies to be motivated and inspired to support the campaign in a variety of ways

Computer programmes including Word and Excel to an intermediate level

Be flexible, responsive and reactive to changes in the campaign and external environment