

PLAN INTERNATIONAL UK JOB PROFILE

Job Title	Campaign Lead – Periods Project
Department	Campaigns, Communications and UK programmes
Grade	3
Salary	£40,745 FTE per annum (£33,068 per annum for 28 hours per week)
Contract type	8 month fixed-term contract Jan-Aug (part-time 28 hours per week)
Reporting to	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
Deliver a national campaign on ending period shame	<ul style="list-style-type: none"> • Working closely with the business partner develop a campaign delivery plan and to execute it, producing deliverables as agreed • Identify external opportunities for impact, innovative mobilisation tactics and engagement opportunities to advance the aims of the campaign • Maintain a thorough understanding of the external environment in which campaign is operating • Working continuously to ensure that the campaign is in line with Plan International UK's influencing aims and approach, as well as best practice
Relationship Management with business partner	<ul style="list-style-type: none"> • Build and maintain a strong working relationship with key contacts within our business partner as the lead Plan International UK contact • Create and maintain a shared ways of working approach between Plan International UK and our business partner • Build and maintain a strong working relationship with key contracts at external agencies engaged in the campaign
Cross organisation campaign project management	<ul style="list-style-type: none"> • Lead the project management of the campaign within Plan International UK, working across teams internally to ensure optimal delivery • Establish robust, streamlined and effective sign off procedures internally for the campaign • Ensure all staff are well informed of campaign plans including driving effective internal comms and providing Senior management with high quality reports and updates • Risk assess the campaign and reactive activities as they arise
Proactive and reactive campaign mobilisation and advocacy support	<ul style="list-style-type: none"> • Working closely with the business partner, closely support the delivery on the ground of the campaign by local staff members • Deliver staff engagement, mobilisation, training and presentations to engage staff in the campaign • Initiate and manage the implementation of reactive and other influencing activities, ensuring activities meet objectives • Support the creation and delivery of campaign stunts, activities and events as needed
Be accountable for Plan International UK's expert voice	<ul style="list-style-type: none"> • Ensure all campaign content is based on Plan International UK's expertise, research and good practice • Help professionals overcome taboos and cultural challenges associated with campaign adoption • 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
Reporting, monitoring and evaluation	<ul style="list-style-type: none"> • Working with the business partner, devise and implement monitoring and evaluation. • Report on the impact of the campaign ensuring processes for reporting are efficient and effective; apply learning to drive efficiencies and future performance • Monitor and evaluate all campaigning activities and provide regular campaign updates to the organisation

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

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

Date Created	Dec 2019
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PLAN INTERNATIONAL UK PERSON SPECIFICATION

PERSONAL COMPETENCIES	
Competency Title	The successful candidate will be able to....
Communicating with all stakeholders	<ul style="list-style-type: none"> • 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 • Communicate information so that it is timely, accurate and relevant to others, keeping all relevant stakeholders informed and up-to-date
Working effectively and efficiently	<ul style="list-style-type: none"> • Be self-motivated and innovative; work accurately with strong attention to detail, and efficiently to deadlines and targets, managing a wide and varied workload

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

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