

Campaigns Director – NUS USI

Department:	Senior Management Team (NUS UK)
Reports to:	NUS UK Director
Line manages:	Campaigns and Influencing Consultant Press and Public Affairs Consultant
Role purpose:	To make our education, and our world better, through the collective power of students by influencing the national agenda. Oversee campaigning and influencing strategies in order to deliver a coherent and impactful series of campaigns

Key responsibilities

1. Lead the development and delivery of campaigns & communications
2. Lead NUS' stakeholder management and influencing strategy
3. Lead the partnership between NUS UK and the NUS Charity

Generic Head Of Directorate responsibilities

4. Lead and develop long term plans for NUS USI up to and including final draft for approval and play a key role in the overall strategy of NUS UK. Ensure that Race Equity and Equality, Diversity and Inclusion (EDI) principles are built into the development of that plan in order to enable NUS to move beyond recommendations to real, measurable actions in this area.
5. Recruit, manage and develop any direct reports so that they are able to carry out their assigned responsibilities.
6. Develop and manage the Nation/Department budget, for agreement by the NUS UK Director

Specific duties and activities

7. Drive NUS' campaigns and communications methodology, platforms and systems and maintain a culture of continuous learning in relation to latest developments in this field.
8. Responsible for positioning NUS as an influential thought leader on education, welfare and liberation matters, working through NUS' democracy and drawing on research, insight, and discussion.
9. Lead the delivery of live campaigns by setting campaign SMART goals and inspiring a culture of discipline and focus around goals and organisational messaging.
10. Lead the development and delivery of campaign strategies, drawing on a range of techniques including lobbying, influencing, organising, mass action, targeted action, and movement building. Lead the delivery of effective communications, press and media work to support campaign strategies.
11. Primary advisor and support for relevant FTOs including supporting the development of their agenda, their profile, and their campaigning, lobbying and influencing work.
12. Lead a stakeholder management strategy focused on building impactful and influential relationships with partners, members, campaign supporters, influencers, and decision makers.
13. Work in partnership with colleagues in the NUS Charity to maintain a mutually beneficial model. Support the line management of NUS Charity staff based in NUS USI and provide overall stewardship of NUS USI to ensure strategic and operational coherence. Liaise with students' unions and support their experience as

members of both NUS UK and the NUS Charity. Act as either an initial or key point of contact for external funders who may be funding Charity activity.

Shared responsibilities

14. Continuously role model our values and desired behaviours and work to integrate Race Equity and Equality, Diversity and Inclusion (EDI) into the culture and everyday activity of the organisation
15. Carry out other duties and activities as may reasonably be required in order to support colleagues in achieving shared goals.
16. Actively engage in individual and team professional development activities.
17. Carry out the responsibilities of this role in a resource efficient manner.
18. Adhere to NUS group policies and practices, and actively support and promote the NUS vision, mission and objectives.

Person specification

Essential elements should be demonstrated before appointment and maintained in post. Desirable elements should be developed and maintained once in post as needed.

Qualifications and experience	Essential	Desirable
Educated to degree level or equivalent experience.	✓	
Experience in strategic planning and operational delivery	✓	
A proven track record in the effective management and planning of resources	✓	
Experience of representing an organisation to a wide range of audiences	✓	
Significant experience of developing and maintaining relationships with internal and external stakeholders	✓	
Experience of leading strategy development and implementing activities based on this	✓	
Experience of campaigns or communications at a senior, strategic level	✓	
Experience within the students' union movement or a not-for-profit or democratic organisation		✓
Knowledge	Essential	Desirable
Developed knowledge of higher and further education student union development issues and/or voluntary organisations	✓	
Developed knowledge of higher and further education sector within NUS USI, as well as Stormont Assembly and the Northern Irish Executive processes and Northern Irish public life	✓	
Good knowledge of internal and external communications and effective influencing strategies to achieve significant impact and change	✓	
Good knowledge of Information Systems		✓
Skills	Essential	Desirable
Developed skills in effectively managing resources, budgets and financial control and workload to deliver service objectives and targets	✓	
Effective project management and developing operational plans	✓	
Excellent communication skills both oral and written	✓	

Conducting, commissioning and writing up research	✓	
Negotiating with and influencing external stakeholders, able to develop effective professional relationships	✓	
Good IT skills with a working knowledge of the full range of Microsoft office products	✓	
Excellent working knowledge of using social media such as Facebook, Instagram, to promote communications.	✓	
Well-developed emotional intelligence and inter-personal skills with ability to deal with a wide range of disciplines and personalities.	✓	
Excellent team skills with a positive outlook and an ability to motivate and work alongside colleagues	✓	
Attributes	Essential	Desirable
Influencing/Handling conflict	✓	
Resilience and persistence	✓	
Planning	✓	
Political sensitivity and diplomacy	✓	
Professional & credible – able to command the respect of senior colleagues internally and externally	✓	

Summary of terms (n.b. full terms will be as per the written contract of employment)

- This is a part-time, permanent post
- Starting salary £18,817.20 (fte £47,043) per annum
- NUS pay band I - total range £18,817.50 - £21,179.20 (fte £47,043- £52,948)
- Normal place of work: Belfast or Homebased
- Working pattern: 14 hours a week with an expectation that as a member of the Senior Management Team the post holder will work additional hours as necessary to achieve the outcomes required of the post, including attending evening and weekend events relevant to this role.
- Occasional work outside these hours for visits, events and training (<1 x per week).
- Travel requirements: will include travel within the UK. Occasional travel to other offices in the UK, within Europe and the rest of the world and a number of overnight stays (13+ p.a.). Travel time beyond normal working hours where this is unavoidable.
- On-call requirements: on-call and available for work beyond the working day up to once a fortnight.
- Occasional requirement to be 'on call' for significant and serious issues or incidents (<1 x per month).