



Application Pack

Campaigns Lead

The application pack consists of the following:

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| 3. Person Specification | Page 7-8 |
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You will also need:

5. Personal Application Form (see separate Word doc)
6. Role Specific Competency Questions (see separate Word doc)
7. Equal Opportunities Form (see separate Word doc)

Barnwood Trust

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barnwoodtrust.org

Registered charity number 1162855

Building belonging



Barnwood Trust: Background

Making sure everyone feels at home in Gloucestershire is at the heart of what we do at Barnwood Trust. We work alongside disabled people and people with mental health challenges to make the county a more inclusive and enjoyable place to live.

This involves us in a wide range of activities. We give small grants to encourage community initiatives or help people with day-to-day living. We share knowledge and ideas to help people in Gloucestershire find new ways around familiar problems. We also open doors to new directions and experiences by encouraging people to learn a new skill or re-discover an old passion, or to join or start groups in the community.

All our work is about building belonging. Something wonderful happens when people gain a sense of being part of a community. Togetherness is empowering. Togetherness means people can take control of their lives and then support others in similar situations, through sharing their experiences. Everything we do works towards creating closer communities in Gloucestershire by sparking that sense of belonging.

Importantly, we don't work in isolation. We have long-established relationships with organisations across the county. Through sharing ideas and experience we support them to think about disability, community, housing and opportunities differently.

We view our relationship with disabled people and people with mental health challenges as a partnership. We don't run services. Rather, we offer the know-how for people to develop their own community groups and initiatives. Similarly, while we add funds, ideas and energy, the community provides the focus. Together, we support change in communities, encouraging people's diverse strengths and bringing the county closer together.

Barnwood Trust was set up over 200 years ago to support people with mental health challenges living in Gloucestershire. Today, we help thousands of people every year and we are a financially independent organisation that doesn't rely on fundraising. What really sets us apart today is our focus on building belonging across the county - recognising the contribution everyone makes to Gloucestershire.

INTRODUCTION AND BACKGROUND

Barnwood Trust is a long-established charitable trust in Gloucestershire. Its vision is that Gloucestershire is a better place for disabled people and people with mental health challenges to make the most of their lives, through acting as a catalyst for lasting change.

By enabling possibilities within communities, sharing ideas and providing grants, we enable people to shape where they live and discover new opportunities.

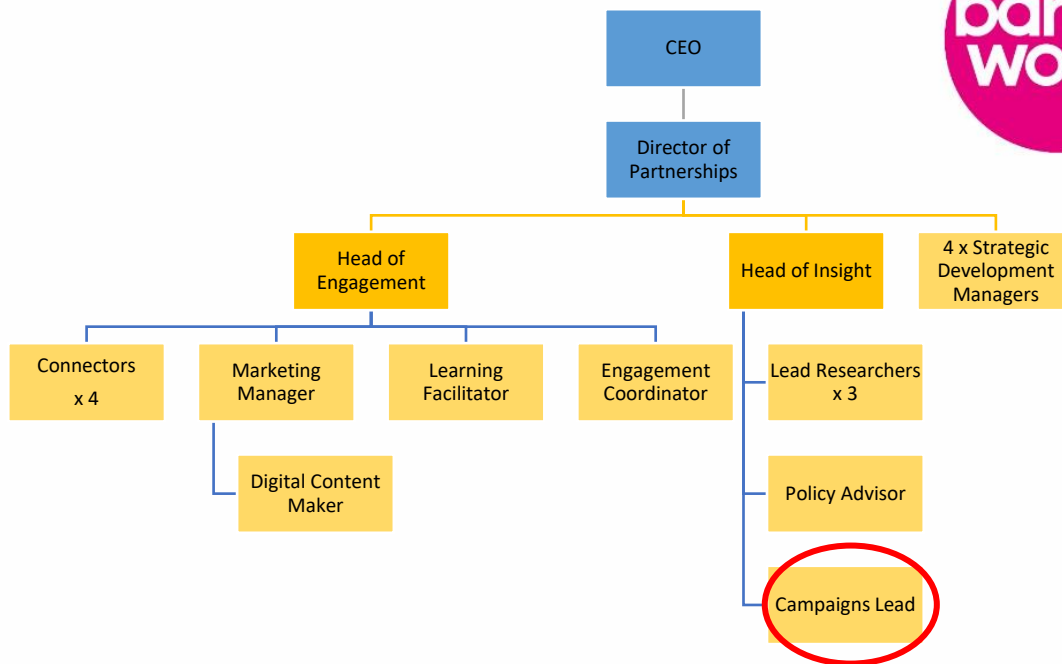
Our work is focused on four strategic goals:

- Disabled people and people with mental health challenges follow their passions and take up opportunities and no one feels excluded
- Disabled people and people with mental health challenges live in well-designed homes in welcoming sustainable communities
- Disabled people and people with mental health challenges are fully involved in creating welcoming communities, spaces and places
- Disabled people and people with mental health challenges influence people, places and organisations to make positive changes on disability issues and inclusion

The role of Campaigns Lead is to develop the conditions and subsequently deliver campaigns, from 'low level' through to 'high profile' campaigns, in order to effectively influence perceptions, understanding and actions in relation to the topics which matter to the Trust and its beneficiaries.

POSITION IN ORGANISATION

The Campaigns Lead role sits within the Insight Team, which delivers the research, campaigns, and policy work, as part of the wider Partnerships directorate. The role reports to the Head of Insights, works closely with the Policy Advisor to develop their understanding and decisions about campaigns priorities and content and also with Lead Researchers in the Insights Team to ensure that campaigns are informed by current and relevant research findings. Engagement Team members will support the Campaigns Lead in order to develop communications and marketing.



PURPOSE

This role carries specific responsibility for planning, devising, and delivering campaigns for the Trust in order to influence positive change around disability and mental health issues in Gloucestershire.

OUTLINE OF FUNCTION

The main functions of the post are:

- To plan campaigns delivery and track progress against targets and timescales
- To deliver campaigns across a spectrum of channels and platforms, including media engagement, to maximise reach and impact
- To work in close collaboration with project partners, influencing groups and other working groups, developing partnership working practices to multiply affect.
- To identify and build relationships with potential campaign partners, locally and nationally, elevating the profile of the Trust.
- To engage with a range of audiences about the Trust's campaigns work to ensure it is informed by a diversity of views including those of disabled people and people with mental health challenges in Gloucestershire
- To facilitate the internal Campaigns Working Group at Barnwood Trust
- To maintain accurate knowledge of legal issues pertaining to campaigns and to protect reputation
- To manage the campaigns budget



- To define the spectrum and scope of possible future campaigns
- To work in close collaboration with the Insight Team to identify campaigning issues which are pertinent to the Trust's own work and the energy of its beneficiaries

CONTRIBUTION TO THE TRUST'S OVERALL PROGRAMMES OF WORK

- Work with disabled people and people with mental health challenges to develop thinking and projects within specific areas of work and more broadly for the wider Trust.
- Contribute to activities organised to support the development of Barnwood Trust and its Teams.
- Contribute to events and activities organised to promote the work of the Trust.
- Participate in and, where relevant, contribute to the Trust's internal and external Learning Programme, and to activities designed to evaluate the work of the Trust.

GENERAL

- Uphold, safeguard and promote the Trust's values, principles and policies through personal conduct, approach to all tasks undertaken and conduct of relationships with everyone engaged with, inside and outside the Trust
- Participate in routine tasks required to maintain a high-quality environment for everyone using Barnwood Trust's premises.
- Take responsibility for working in accordance with the Trust's policies, with special regard to the safeguarding policies, taking reasonable care for your own health and safety, and that of other people, and to comply with all health and safety legislation.
- Ensure the Chief Executive is kept informed of all important matters related to the work of the Trust across the county.
- Maintain confidentiality at all times and ensure compliance with the Trust's Information Governance Policy and suite of policies.



TERMS AND CONDITIONS

- This role is permanent and the hours are flexible for the right candidate; we welcome applications from people looking for full time hours (37.5hrs a week), part time hours (minimum 3.5 days a week) and those keen to work on a job share basis (2 people covering 37.5 hrs a week).
- Salary – £31,563 FTE
- This position is based in our office in central Cheltenham. Working from home is on offer on occasion.

GUARANTEED INTERVIEWS

If you have the 'essential skills or experience' (a few things we really need the person applying to be able to do) described next in the person specification and you have a disability, mental health challenge or long-term health condition we will guarantee you an interview.

Person Specification:

Campaigns Lead



Commitment to disabled people and people with mental health challenges

- Passionate about making a positive difference to the lives of disabled people and people with mental health challenges.

Knowledge and Experience

- It is essential that you have previous experience of successfully delivering a significant campaign, with knowledge of campaigning theory and tactics (both online and offline), or similar type experience.
- Knowledge of disability and mental health is essential, and a proven ability to work confidently with a wide range of individuals and groups.
- Experience of creating impactful campaigns content for a variety of audiences (such as website pages, blogs or press releases) is essential.
- It is essential you have relationship-building experience, including in building strong relationships with stakeholders and partners.
- Although not essential, it would be beneficial if you have a strong understanding of how systemic change happens, and the levers and mechanisms that enable this.

Skills

- Exceptional communication skills are essential, with the ability to develop different ways of delivering messages so that campaigns make an impact
- It is essential you are able to communicate with a range of audiences at different levels in a compelling and authentic way
- Ability to process and interpret complex information, including being comfortable working with data and understanding how this can inform decision making is essential
- Excellent planning and organisational skills, including the ability to create campaign plans is essential.
- Strong self-awareness is essential, enabling the establishment and maintenance of excellent working relationships with a wide range of people using tact, diplomacy and sensitivity
- Strong IT skills are essential in this role(demonstrable proficiency in using MS Outlook, Word, Excel and PowerPoint)
- Creativity, flexibility and adaptability



- Ability to create documents and tools to help a wide range of audiences to understand complex issues and take action on them
- Ability to work with others to develop and deliver learning initiatives to a range of audiences.
- Ability to produce powerful copy to inspire various audiences and present complex information in a clear and persuasive way

Work ethic and approach

- A positive attitude and an ability to generate goodwill and build relationships with collaborators and colleagues
- Ability to manage parallel tasks, prioritise work, cope with the unpredictable and manage time effectively to meet internal and external deadlines
- Displays the utmost integrity and an ability to hold and respect confidential and sensitive information
- Dependable and resilient
- Commitment to working as part of a team
- Self-motivated, resourceful and proactive in taking initiative
- Concern for, and commitment to, delivering high quality work



GUIDANCE ON APPLICATIONS

We would like you to answer 3 role specific competency based questions, your answers will be used by the hiring manager to shortlist applicants for interview – see separate Word document.

In addition to this, please complete the basic application form and equal opportunities form (see separate docs) – Your application form will not be shared with the hiring manager until after shortlisting and will be held by the recruitment team. Your equal opportunities form is separated from your application at source.

Answers to the competency based questions, and the two forms should be sent together to: recruitment@barnwoodtrust.org. Should you have any questions or require a hard copy please email the recruitment team directly as well.

We want our application process to be right for you as an individual, so if there's anything you think we can do to make this process more straightforward for you please email recruitment@barnwoodtrust.org directly to discuss what support we might be able to provide. Our career page on our website (<https://www.barnwoodtrust.org/about-us/current-jobs/>) has some examples of things we may be able to put in place for people who request extra support.

Deadline for applications is **9am Monday 29th November 2021**. First interviews will take place 7th and 8th December and second stage interviews w/c 13th or 20th December 2021, with a view for the successful candidate to start in the new year.

Barnwood Trust is committed to safeguarding and promoting the welfare of disabled people and people with mental health challenges and expects all employees to share this commitment. Therefore, all offers of employment are subject to a number of checks including DBS.