

**Head of Campaigns**

**ESSENTIAL CRITERIA**

**Qualifications**

* A degree in, for example, social policy, politics, history, law, or equivalent qualification, and at least 5 years’ experience in either the professional communications or policy development fields.
* **OR** a minimum of 8 years’ experience in either the professional communications or policy development fields.

**Experience**

* Developing and promoting a wide range of policy initiatives.
* Presenting public affairs across all media platforms.
* Developing and implementing media/social media strategies.
* Capacity to develop a close professional relationship with the media.
* Planning work effectively to meet deadlines and goals in a pressurised environment.
* Strong analytical and research skills.
* Excellent organisational and administrative skills.

**Knowledge and Skills**

* Knowledge of public policy issues and policy formulation, and familiarity with relevant policy networks and NGOs.
* Ability to understand, interpret and advise on draft legislation.
* A thorough knowledge of modern publicity and communications techniques, throughout all media.
* Excellent oral and written communication skills.
* Ability to write and analyse reports and produce succinct and focussed summaries.
* Proven people/team management skills.

**Personal**

* Excellent interpersonal skills and the ability to operate with impact at a senior level.
* Approachable, calm under pressure and able to lead with integrity.
* A strong personality with the ability to communicate effectively to achieve results.
* The successful applicant must demonstrate how s/he meets the mobility requirements of the post.