

C20 Society | Campaigns Manager

Reports to: Director

JOB DESCRIPTION

Context

The C20 Society campaigns to save outstanding buildings and design that have shaped the British landscape since 1914. We exist to campaign for buildings, places and landscapes, underpinned by forensic casework, and we are supported by a diverse and inclusive community of supporters and experts.

We're a mission-led organisation motivated by a belief that twentieth-century design enabled and continues to enable more effective social and environmental sustainability. We believe that the innovations and experiments to this end are invaluable, and preserving them is of the utmost importance. And we uphold an ideal perpetuated by many leading architects of the century of a more equitable and inclusive society, expressed in and enabled by design.

In response to the alarming rate of destruction of twentieth century buildings, to issues of environmental and social sustainability, and to the opportunity of creative adaptive reuse, we are radically rethinking how our organisation performs its core role.

Which means that you will be joining our organisation at a crucial moment. In particular, you will reshape how we approach campaigning, and lead the refocusing of the organisation around this most important activity. We are looking for an innovative thinker who is as ambitious for the organisation, and its campaigns, as we are.

This role is about creating a groundswell of support for our campaigns, amongst our members and supporters, the public at large, communities local to and users of the sites we aim to preserve, as well as building owners and government.

This translates into three areas of work.

Key areas of work

Developing our brand

Creating a groundswell of support necessitates that we develop our brand.

That means developing a language to talk about what C20 does, why it does it, and why it is of importance today. It is the context for our campaigns. You will work with senior internal stakeholders to develop this brand language, bringing a campaigning perspective to the discussion. You will articulate how campaigns will demonstrate the relationship between heritage

and contemporary issues of environmental and social sustainability, as well as questions of design that preservation raises.

Developing our brand also means ensuring that all our campaign activity works together, and that starts with a consistent branding and design approach across all our touchpoints. You will co-ordinate the development of a fresh approach to our visual branding, and its consistent, ongoing application at both a central and regional level.

To inform the approach to these tasks, you will lead an audit of our brand currently, identifying where our brand is present online and elsewhere, as well as analysing data on our existing campaign supporters.

Campaigning

Creating a groundswell of support requires highly creative campaigns. You will be responsible for leading the development of such campaigns, and implementing them at central and regional levels.

At a central level, campaigns will focus on buildings of national importance. You will lead the development of major campaign activity, applying the C20 brand to relevant touchpoints, as well as bringing an innovative approach to campaigning through digital and social media, programmes and content, events and partnerships. You will also be responsible for measuring the success of these campaigns using relevant measurement tools.

At a regional level, campaigns will focus on buildings of regional importance. You will work to mobilise local groups and amplify their work, providing guidance on campaigning best practice, access to C20 platforms, as well as providing graphic and creative assets for any materials local groups produce. You will design processes and frameworks to govern this relationship, ensuring that local groups and C20 work as collaborators in a shared mission.

You will also lead a workstream to campaign on a thematic level too, example themes being building style or function. You will make recommendations on how to identify and engage audiences with these campaigns, and implement trial campaigns.

Co-Ordinating

Creating a groundswell of support means working with stakeholders from across C20 Society, leveraging skills and knowledge in a mutually beneficial way.

You will work with our Community team to engage our members and supporters with campaigns, as well as influence how the programming and content they produce can serve to support campaign activity. And you will work with our Casework team, to ensure campaigns are supporting the vital work they perform within the Planning process.

You will also be responsible for strengthening and growing our team of volunteers at a central and regional level, bringing in expertise to support the development and implementation of campaigns.

PERSON SPECIFICATION

Essential

- Experience in leading campaigns within a mission-led, campaigning organisation

- Demonstrable marketing and communications experience (both strategic and tactical), specifically in digital (SEO and PPC), email marketing, social media and partnership working
- Evidence of delivering successful marketing communications campaigns that have delivered revenue and/or footfall and enhanced brand reputation
- Excellent written, editing and proof-reading skills with good attention to detail.
- Experience of print production and in briefing and working with designers
- IT literate with specific experience of using Microsoft Office including Word, Excel, PowerPoint and Outlook and remote working platforms such as Zoom. Ability to learn other software packages e.g. CRM systems, website publishing, video editing
- An organised and flexible approach with the ability to prioritise workload and manage several projects simultaneously
- Ability to think creatively and to work under own initiative to meet strict deadlines.
- Excellent verbal communication and inter-personal skills with the ability to work alongside staff, volunteers and Trustees
- A pro-active, 'can-do' attitude

Desirable

- Experience of marketing and communications in a membership driven organisation
- Experience of fundraising communications
- An interest in 20th Century architecture and design

TO APPLY

Please send your CV and covering letter to Catherine Croft (C20 Director) at catherine@c20society.org.uk including why you are suitable for the role.

The deadline for applications is **5th September at midnight.**

Please note, we have decided to appoint a Campaigns Manager instead of a Marketing & Communications Manager, as previously advertised. If you applied for the Marketing & Communications Manager, you should have already received an email from us explaining this, and inviting you to tailor your application to the new job description if you would still like to be considered. We apologise for any inconvenience this may have caused to any potential applicants.

TERMS OF APPOINTMENT AND BENEFITS

Location and hours of work: The Campaigns Manager will be based at our office in Farringdon but occasional travel throughout England and Wales may be necessary. The appointee will work 35 hours per week (Monday to Friday) normally between 9.30am to 5.30pm by arrangement, with one hour for lunch. Time-off in lieu is given for work necessarily performed outside these hours. A fair degree of flexibility will be required, especially when campaigns are in full swing.

Salary: The starting salary will be in the range of £27-30k, per annum. In addition, the Society will pay a sum equivalent to 5% of the gross salary into a personal or stakeholder pension scheme of the employee's choice.

Duration: A fixed term contract of two years is offered, beginning as soon as possible. The contract may be renewed depending on performance and the availability of funding.



Annual leave: allowance is 25 days per year plus bank holidays.

Probation: The C20 Society requires staff to serve a six-month probationary period.