

National Women's Council of Ireland

JOB DESCRIPTION

Job Title: Head of Campaigns & Mobilisation

Reports to: Director

Main Purpose of the Job: The Head of Campaigns & Mobilisation will lead and drive the core strategic campaigns of NWC in line with the goals of our Strategic Plan 'No Woman Left Behind'. The person will mobilise the various elements of the organisation, policy, communications membership and fundraising in the delivery of campaigns. The person will lead the mobilisation of NWC members, key partners, and the public on and offline to achieve the change as envisioned in the Strategic plan. The Head of Campaigns & Mobilisation will also be responsive and identify strategic opportunities that engage women and build momentum to deliver change. The person will build alliances and co-ordinate strategic actions amongst campaign partners and allies as relevant. The person will represent the organisation externally at local, national, and international level, where appropriate. The person will manage relevant staff members. As a senior leader in the organisation the Head of Campaigns & Mobilisation will contribute to the strategic development of the organisation.

Key Areas of Responsibility:

- Design and operationalise campaign strategy and tactics that build engagement and drive impact.
- Co-ordinate the skills and expertise of NWC team in implementing effective campaigns
- Maximise NWC digital tools to reach and mobilise NWC supporters and key audiences
- Identify strategic opportunities that advance the goals of NWC
- Project manage campaigns from design to implementation and coordinate timelines of campaigns and related actions.
- Develop positive and effective relationships with our members, civil society organisations that support our values and goals including supporting others to develop campaign capacity and partnering on strategic, transformative campaigns.
- Analyse campaign metrics, evidence, data, and trends so we are achieving stronger and more effective impact.
- Make decisions, often in rapid and responsive timeframes and support others to adapt responsively and strategically.

- Work with the Director and the Management Team to play a strategic role in the on-going development of the NWC
- Contribute and support the strategic direction of the organisation through the senior leadership team.
- Identify and develop income generation opportunities and funding applications
- Strive to improve team performance
- Represent NWC in national and international fora and in the media
- Develop and maintain strategic relationships and alliances, particularly with potential funders
- Attend monthly support sessions with the Director and provide a monthly work report

Essential experience and skills

- A relevant third level degree or equivalent third level qualification
- Minimum 5 years' experience in a similar role with decision making authority, responsibility for developing and operationalising high level strategy, budgets and fundraising.
- Proven ability to deliver large scale national campaigns achieving desired targets and reporting on impact
- Proven ability to mobilise diverse organisations, individuals, and sectors to achieve common goals.
- Proven ability to communicate on and offline to diverse audiences for the purposes of engaging and driving impact.
- Proven ability to communicate complex policy issues in a clear and accessible manner.
- Proven ability to manage others and support the prioritisation of objectives
- Excellent IT skills, including using Content Management Systems, email marketing systems, social media tools and website and the willingness to learn new technologies.
- Strong commitment to feminism and strong knowledge and understanding of the inequalities women experience, the Irish political system and civil society landscape

- Ability to work independently, prioritise workload in a fast-paced environment and within competing deadlines.
- Experience of managing relationship with different stakeholders, working as part of a team and utilising collaborative and partnership approaches
- Ability to work unsocial hours, particularly at weekends

Essential requirements

- Must be fluent English speaker

Desirable experience and skills

- Ability to develop creative approaches to delivering change
- Negotiation and conflict management
- Programme, project and research management
- Digital project management skills
- Experience of using CRM systems/Salesforce
- Creative approaches to facilitation

Core competencies for the position

- Strategic Thinking
- Delivery of outcomes of Strategic goals
- Excellent decision making and teamwork skills that foster leadership and accountability
- Strong risk management and problem-solving skills.
- Thrive in fast paced environment
- Striving to improve personal performance
- Commitment to self-development