



ROLE PROFILE – Digital Campaigns Manager (Parental leave cover)

Status & Hours: 11 months fixed-term contract - 21 hours (three days) per week

Reports to: Head of Campaigns

Location: Anywhere in the UK – If London-based, you can work hybrid and will be required to come into our East London office for at least two days a week or you can choose to work remotely from home outside of London with one trip to London each month and as needed for external meetings.

Salary: £29,953 pa (this is the pro-rata equivalent of £44,930 full-time). We are a shorter working week employer, and so a full-time role is equivalent to 31.5 hours a week.

How to apply: Please complete and submit the application form and equal opportunities form to application@debtjustice.org.uk by 9am Monday 16 March.

Shortlisted candidates will be notified by 20 March. Unfortunately, due to the volume of applicants we will be unable to notify candidates that have not been shortlisted.

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1. About Debt Justice

[Debt Justice](#) is a campaigning organisation working to end unjust debt and the poverty and inequality it perpetuates, in the UK and across the world. Founded in 1996 to campaign in solidarity to end the debt crisis faced by countries in the global South, over the past nine years we have expanded our work to organise around UK household debt issues in response to the growing crisis in the UK.

Our vision is of a world that is just, democratic and regenerative. Everyone has their basic needs met, their human rights respected, and the opportunity to flourish and live a dignified life and contribute to their community. This is a world where the economic system serves the public interest, and where no-one is exploited, oppressed or driven into poverty by debt.

Our mission is to stop debt from causing and exacerbating poverty, inequality, exploitation and oppression. We undertake research, education, organising and campaigning, in partnership with allies in the UK and around the world. We aim to challenge the global and UK household debt systems that keep people and countries trapped in debt and poverty.

Our values: The core values that guide our work are as follows:

Solidarity - We cannot achieve our goals alone. We work in movements to build collective power. This involves meaningful collaboration with the debt movement and others, especially people affected by unjust debt, recognising that all liberation is interconnected.

Courage - We believe in campaigning for solutions that meet the scale of the large and complex problems we are trying to tackle, taking calculated risks when needed to achieve our goals. We will be creative, try new ideas and actions and not be afraid to fail. We will stand up for what is right even when it is uncomfortable for those in power.

Compassion - The world is often structured in a way that deny people dignity and respect. We treat ourselves and others with care and compassion, even when we disagree. We recognise that everyone comes to this work with their own experiences of oppression. To model the world we want to see, we will

approach the work of dismantling structures of oppression with empathy, respect and care.

Structure, approach and impact

We have a highly skilled team of thirteen staff with an agile, creative, and flexible approach; a community of online activists; a small group of offline activists and a strong network of allies in the UK and around the world.

We have an office in London, and five members of our staff team work remotely outside of London. We are a shorter working week employer, operating on shorter working hours with no loss of pay.

We take a highly participative approach to strategy development, planning and decision-making. All team members are involved in the development of our overall organisational strategy and plans. We focus on two priority thematic areas under our current organisational strategy: the debt crisis in the global South and the UK's household debt crisis.

We see strong and lasting alliances as critical to the realisation of our aims and therefore take a highly collaborative approach, with an emphasis on building informal and formal networks, coalitions and alliances around shared values and goals.

We are actively engaged in anti-oppression work within the organisation based on a workplan developed collaboratively by our staff team. This work reflects our organisational priority to centre anti-oppression work in our strategy development, structures, operations, culture and how we work with external partners.

Debt Justice is governed by our Board of Trustees according to our Memorandum and Articles of Association, as a charitable company limited by guarantee.

2. About the role

We are looking for a skilled digital campaigner to join our team on a short-term basis while the current post holder is on parental leave. This is a key role in the

organisation, responsible for coordinating our digital campaigning and online communications work and driving engagement in our campaigns through online channels.

You will be working with colleagues from across the team to engage existing supporters and new audiences in our campaigns; helping to land our key messages, mobilise people to take meaningful actions and build pressure on our campaign targets for both our global south and household debt campaigns.

As we are a small team this role works across all our online communications channels, overseeing social media channels, as well as our website, and taking primary responsibility for building campaigns actions and emails on our campaigns and email platforms. Substantial copywriting skills are a bonus, but not key part of this role, as there are other staff members who can develop messaging and write campaigns copy.

We're aware that the role spans a wide range digital communication, so even if you don't meet all the points on the person specification but are passionate about engaging people online to take action for social and economic justice then we'd love to hear from you.

3. Role responsibilities

Social media oversight and coordination:

- Schedule and post content across all channels (Instagram, Facebook, TikTok and Bluesky are our main channels), this includes coordinating other staff who also post to social media
- Commission or build graphics and other content using Canva
- Produce video content for social media – such as drafting scripts and commissioning or filming and editing in-house videos, this includes short clips and longer form pieces
- Draft social media content such as posts for Instagram, Facebook, LinkedIn or Bluesky
- Research, assess and understand trends in social media and investigate opportunities which could grow our profile, reach, supporter base and impact

- Track and monitor digital engagement, using insights from reporting to further improve and develop our social media presence.

Digital build and oversight of campaigns and communications platforms:

- Build campaign actions such as petitions or email to target actions on Impact Stack, our campaign actions platform
- Build campaigns emails using Mailchimp, our email marketing platform
- Oversee and develop email journeys, including reengagement and welcome journeys
- Monitor and report on email performance, feeding insights back to the rest of the team and ensure we maintain good email deliverability
- Content manage website, including building and updating webpages and acting as the primary point of contact with our website design agency.

Organisational support and compliance:

- Ensure communications fit within Debt Justice' brand guidelines
- Ensure we are compliant with all requirements of data protection legislation for digital products that include data collection
- Ensure we are compliant with Charity Commission and other guidance for our online communications
- Take part in team meetings and campaign planning, bringing ideas for digital communications or actions that can help meet our campaign objectives
- Provide some bespoke support for our Head of Fundraising with some digital outputs
- Input into team planning, reporting and wider organisational processes, for example, feeding into board reports, or getting involved in anti-oppression work.

4. Person Specification

Essential

Experience:

- Building campaigns actions on any digital campaigning action platform
- Overseeing social media channels for an organisation or group, including planning and writing social media content

- Commissioning or creating content for social media, such as graphics
- Good awareness of how to produce engaging video content, including drafting video scripts, commissioning content and making short clips for social media
- Building campaign emails and journeys that drive action and engagement
- Experience of using insights from data to improve performance across digital channels, including setting up and using systems that enable data gathering
- Experience of managing website content, including using Google Analytics (GA4) to feed into content planning
- Good attention to detail - including ensuring that segmentation is correct for email sends and campaign tracking and analytics tagging are accurately implemented for insight and reporting.

Personal attributes:

- Ability to work collaboratively as part of a team
- Organised and able to work to deadlines and take responsibility for delivering projects without day-to-day supervision
- Commitment to anti-oppression and to tackling all forms of oppression, bigotry and exclusion
- Commitment to Debt Justice's vision, mission and values.

Desirable

- Experience of using Impact Stack
- Experience of using Mailchimp
- Experience of building fundraising pages on any digital platform
- Substantial experience copywriting for a range of communications products
- Experience of running advertising campaigns on Meta and/or Google Grant ads
- Substantial experience of producing video, for example, filming and editing
- Experience of advocacy campaign planning and development.

5. Remuneration and benefits

This is a temporary contract being offered of 21 hours per week. We are a shorter working week employer, and so a full-time role is equivalent to 31.5 hours a week with no loss of pay. Applications for job-shares or annualised hours to allow for extra childcare during school holidays will be considered.

We offer:

- Pension contributions of up to 7.5% of your salary plus 1% of the average organisational salary
- An annual leave entitlement of 6 weeks per year plus bank holidays
- Flexi-time working arrangements outside the core hours of 10am-4pm
- Access to other benefits including interest-free season ticket loans and tax savings on bikes and home technology equipment via salary sacrifice schemes.

6. How to apply

Please apply by completing our Application Form and an Equal Opportunities Form. Applications must be submitted by email to application@debtjustice.org.uk by 9am Monday 16 March.

Shortlisted candidates will be notified by 20 March. Unfortunately due to the volume of applicants we will be unable to notify unsuccessful candidates.

We offer travel expenses for all interview candidates.

If you have any questions about your experience or suitability for this role before applying, please email application@debtjustice.org.uk with your questions or to request a call back.

Please DO NOT submit a CV; we will only accept applications submitted on our application form.

Applicants must have the right to work in the UK. Unfortunately, Debt Justice cannot sponsor visas for people who do not already have this right.

7. Further guidance on your application

These following notes are intended to help you complete the application form.

A. General

Remember to complete all parts of the application form. If you think some parts do not apply to you, write 'not applicable' in the spaces provided for your answer.

B. Personal details

These are for administrative purposes only. We operate anonymous shortlisting - your personal details (and those of your referees) will be removed so that they are not available to the recruitment panel until after shortlisting has taken place.

C. References

We will only contact referees **after** we have made a job offer and the offer is accepted. We will check with you again at the point of job offer that we can contact your referees to give you time to notify them if needed. We will not contact referees without informing you.

You are asked to supply details of two referees, of which at least one should be able to give a professional reference (ideally your current line manager, or your most recent line manager if you are not currently in employment). The second referee can be somebody who knows you in a professional, personal or voluntary work context.

D. Employment history

- Please give details to the nearest month and year of previous jobs held, and account for any gaps in your employment record.
- Some people will have developed many relevant skills through voluntary unpaid work. These details should be included on the form, particularly where the experience has helped you to develop skills and abilities we have asked for.

E. Education or training

In this section please include information about any relevant courses that you have attended, as well as your educational history from A-level (or equivalent) onwards.

F. Supporting statement

- This section gives you the opportunity to demonstrate why you are suitable for the post. Before completing it, please refer to the Role Responsibilities and Person Specification earlier in this pack.
- In this section of the form it is essential that you set out how your skills and experience meet each of the points in the Person Specification, giving specific examples. This means telling us what you personally did in your role rather than what the team did. It also means giving us concrete examples of where you demonstrated a particular skill, rather than simply saying that you have it.
- In shortlisting, we will assess how you meet every criterion in the Person Specification, so it is important that you try to address each specific skill or experience that is listed.

G. Criminal Convictions

The fact that you have a criminal record does not automatically prevent you from being considered for a job. We will take into account the nature of the offence, when it happened and its relevance to the job. If you are shortlisted, this will be discussed with you at the interview.

8. Equality and Diversity Policy

Debt Justice is committed to promoting equality and diversity, providing an inclusive and co-operative environment in which all individuals working for and on behalf of the organisation feel respected and able to give their best.

Through the implementation of this policy we seek to:

- Ensure that all staff (current and prospective), volunteers, members of the board, and other elected representatives and members are afforded equal opportunities regardless of race, colour, nationality, ethnic origin, religious or political belief or affiliation, trade union membership, age, health, gender, gender reassignment, marital status,

parental status, caring responsibilities, sexual orientation, disability, socio-economic background, educational background, ex-offender status, or any other inappropriate distinction.

- Promote diversity and equality for persons working for and on behalf of Debt Justice and value input from individuals and groups of people from diverse cultural, ethnic, socio-economic, and other distinctive backgrounds.
- Promote fair and equal treatment for employees in fulfilling their potential, ensuring that no individuals or groups of people are afforded unfair privilege within the working environment.
- Treat all members of staff fairly and equally, irrespective of their length of service, status and number of hours worked.
- Challenge discriminatory practice and less favourable treatment, wherever this is identified.
- Undertake positive action, wherever possible, to encourage greater participation of under-represented groups of people across the organisation.
- Promote an environment free from discrimination, victimisation or bullying in any way or form in relation to all employees and visitors to the organisation.
- Regard breaches of the Equality and Diversity Policy as misconduct which may lead to disciplinary action.
- Keep under review all employment practices and procedures to ensure fairness.
- Keep under review all practices and procedures as set out by the Management Committee and as defined within the Staff Handbook, to ensure fairness and equality.

Finally: Thank you again for your interest in Debt Justice. We very much look forward to hearing from you.