

Senior Programme Manager – Clean Air Campaigns

How to apply	Please complete our short online application form (https://forms.office.com/r/8pLGhhtJPO) and then send your CV (max 2 sides A4) with a covering letter (max 1 side A4) saying what you would bring to the role to jobs@globalactionplan.org.uk
Deadline:	9am 7 th October 2021
Interviews:	13 th /14 th October
Start Date:	ASAP
Salary:	£40 – 45k pro rata, dependent on experience
Contract type:	Permanent
Annual holiday & benefits (pro rata):	25 days and UK public holidays (pro rata) 2 duvet days / 2 volunteering days
Hours:	28-35 hours/week to include covering GAP core hours of 10am – 3pm and must be able to work on a Monday
Work location:	Flexible home/office working with the requirement to be able to attend occasional meetings as needed in London Bridge

About us

Global Action Plan is a dynamic charity that tackles the root causes of environmental breakdown and health inequalities, and creates movements that mobilise government, business, the media and the public to play their part in solving our climate crisis.

We currently have two main movements:

- **Post Consumerism:** We expose the drivers of destructive behaviour - demonstrating that change is possible through smart challenges to apparently impenetrable systems such as our current campaign to Stop Surveillance Advertising to Kids. We use radical new research and youth co-creation to develop campaigns and programmes with progressive businesses and funders to support young people to envision and lead action towards a brighter future.
- **Clean Air:** We highlight the social injustice and devastating effects of air pollution and provide practical routes for collective action for cleaner air. We are the people behind Clean Air Day (the UK's biggest air pollution campaign), the co-creators of the Clean Air Hospital Framework, the founders of the Businesses Clean Air Taskforce, the producers of the Clean Air Schools Framework, the designers of the Clean Air Public Insights Tracker and the architects of the Clean Air Hub.

Through our projects and collaborations, Global Action Plan enables people to see, believe and, crucially, act on the insight that what is good for us is good for the planet.

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Join us and campaign to put an end to toxic air and create a more just, healthier and sustainable world for all.

Our aim is to ensure that organisations and citizens, especially the most vulnerable, understand and act on the risks of air pollution, and to harness the voices of children, patients and those most affected to call on government and business for more urgent, radical action. You will be responsible for programme managing both national and international multi-partner campaigns including Clean Air Day – the UK’s largest air pollution campaign.

We need a campaign management hero with a passion for clean air. Someone to identify opportunities and create and manage campaigns that achieve targeted outcomes. Someone experienced at managing senior client relationships but also happy, high-performing teams. You will enjoy leading creative sessions to develop campaign strategy and tactics but importantly have a track record of getting the job done - from first idea to final report. You will be unflappable under pressure and able to smoothly manage multiple relationships including funders, creative agencies and partner NGOs/networks.

Areas of responsibility:

This role will report Larissa Lockwood, Director of Clean Air and lead on the following three areas:

1. PROGRAMME MANAGEMENT

- **Run a small number of high-profile clean air campaigns** - to an excellent standard, on time and to budget, managing project plans and risks to ensure multiple workstreams run smoothly. You will confidently adapt the campaigns to changes as they evolve and be happy to turn your hand to whatever is needed to best help the team at critical moments
- **Ensure robust monitoring and evaluation plans are in place** – work with our Charity Insights Lead to develop and implement a plan to measure the impact of campaigns in a way that allows us to celebrate our achievements with data and human stories.

2. MULTI-LEVEL CAMPAIGN DEVELOPMENT

PLANNING

- **Create outcome-focused campaign plans** - identify the ways in which Global Action Plan’s clean air campaigns can deliver against our clean air strategy and create impactful plans with clear outcomes
- **Identify campaigning opportunities throughout the year** – understand the opportunities to gain traction for the issues and deliver against them

IMPLEMENTATION

- **Lead the overall implementation of each campaign** - including running established campaigns such as Clean Air Day
- **Work with the Global Action Plan team and wider collaborators** - particularly the Clean Air Communications Manager, in ensuring the comms deliverables meet the campaign goals, timelines and outcomes

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3. RELATIONSHIP MANAGEMENT

- **Build strong, trusting relationships with funders and partners** - develop a thorough understanding of client needs, work with and solicit their valuable input during campaign development and create routes to mobilise people and organisations to generate change
- **Team leadership** – use an enabling and coaching style to get the best out of both direct team members and other contributors across the organisation.

Key skills, experience and attributes

Qualities:

- **Proactivity:** a self-starter, collaboratively designing plans and confidently progress them
- **Flexible and helpful:** stepping in where needed, listening and adapting your approach
- **Engaging written and oral communication style:** able to communicate clearly and confidently through a range of routes from reports to media interview, to expert and non-expert audiences
- **A coaching and enabling manner:** sharing your expertise and building collective capacity
- **Calm and collected:** nimbly navigate change and multiple demands, staying focused and positive

Required Skills/Experience

- **Programme management and evaluation:** Creating and successfully managing multiple budgets, risk registers, resource, delivery and impact evaluation plans
- **Key account management:** Being the senior organisation contact for funders/clients and partners, confidence to manage difficult conversations/changes/individuals professionally and positively
- **Campaign strategy:** Setting strategy and planning complex campaigns
- **Creative development:** Generating, briefing and working with others to develop new creative ideas with agencies or partner organisations and testing concepts with key audiences
- **Messaging and calls to action:** Informing campaign messaging to clearly communicate a robust evidence base with calls that inspires people to take action
- **Multi-channel communicating:** using communications channels in innovative ways to engage audiences, and work with the communications team to ensure effective delivery
- **Press & media coverage building:** Developing and delivering campaigns which enable to significant media coverage (media work is led by Clean Air Communications Manager)
- **Coalition & network building:** Collaborating, building and mobilising networks with a range of stakeholders to collectively achieve clear outcomes

Desirable additional skills / experience:

- **International campaign experience:** understanding of international structures, processes and influencing and/or experience of campaigning on environmental, human or children's rights issues
- **Formal project management training:** training and or qualifications in project management – preferably more nimble approaches i.e. agile

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- **Talent management:** recruiting, briefing and managing campaign ambassadors, spokespeople and content creators i.e. social media influencers
- **Media spokesperson:** speaking to the media confidently on behalf of your organisation and or campaign
- **Corporate partnerships** – working with brands to achieve purpose driven outcomes

Is GAP the right fit for you?

We are looking for someone who will enjoy the dynamic, fast paced, trusting and mission driven culture here at GAP.

Our values, don't just sit on a wall, they inform our decisions and so we take great care to bring in people who reflect these values and who will thrive:

Value	What this looks like	What we look for in all team members
We challenge the norm	Radical change is needed. We dare to think big and re-imagine how we live and work to bring about real shifts in behaviour and tackle systemic issues not symptoms.	People who walk the talk in their personal and work lives. Creativity and passion for tackling big hairy environmental and societal issues. Ability to think big, tenacity to follow through.
We get stuff done	We work hard to have a real impact in everything we do. We aren't happy with just talk, we want action, today.	Self-starters who are excited to propose their own direction and priorities - not just receive them. People who make sure they pull their weight and keep things moving.
We share openly	We are honest, straight talking and open. Whether data, ideas, projects or tools we seek to share and collaborate for bigger impact.	People who can see and share their weaknesses as well as their strengths. People who don't hide behind others or jargon. An openness to alternative ideas and points of view.
We look out for each other	We care about the planet and also the people who live on it. We have fun on our mission and make sure that no one gets left behind along the way.	Relationship builders with great networks they can draw on for support and ideas. People who really care about their co-workers and enjoy working and collaborating in teams.

GAP is a fantastic employer – voted the second happiest workplace in the UK a few years back! We have beyond average annual leave, maternity/paternity entitlements and perks such as duvet and volunteering days. We take work life-balance seriously and as such have huge flexibility in working schedules and locations so that we can work around caring commitments and life!

If this all sounds like a good fit for you and the red/pink medley hasn't tipped you over the edge then please get in touch. We are looking for someone who will enjoy the fun and purpose of GAP.

Additional reading:

- www.globalactionplan.org.uk
- www.actionforcleanair.org.uk
- www.cleanairday.org.uk
- www.blueair.com/gb/freedomtobreathe.html