

## PERSON SPECIFICATION

**Job title:** Head of Campaign Strategy

**Department:** Communications

The person specification sets out the essential and desirable knowledge, experience, and skills required for this role. The competency-based selection process will look for evidence that you meet the criteria and core behaviours described below.







Stage assessed at: A/F=Application Form, A= Assessment, I=Interview

AREA	CRITERIA	A/F	A	I
<b>1. Knowledge, training and qualifications</b>	<b>Essential</b>			
	• Educated to degree level within a relevant subject, or equivalent experience	✓		
	• Strong understanding of health policy and health issues, and the wider political environment	✓	✓	✓
	• Political astuteness and an understanding of how political change can happen in different UK country contexts, including awareness of country differences in government structures and differing contexts	✓	✓	✓
	• Experience within a health care and/or professional membership organisation	✓		✓
	• An expert in campaigning - public engagement and mobilisation	✓	✓	✓
	• In depth knowledge and application of communications, campaigning, political influencing, mobilisation and engagement techniques	✓	✓	✓
<b>2. Experience</b>	<b>Essential</b>			
	• Practical experience of working in a think tank, campaigning organisation, government (at a local or national level), other NGO, trade union or other organising/campaigning institution	✓		✓
	• A successful track record of campaigning on specific issues	✓		✓
	• A creative force – someone who can find creative ways to meet our goals	✓	✓	✓
	• Experience of working alongside policy colleagues to deliver advocacy that has impact	✓		✓

AREA	CRITERIA	A/F	A	I
	<ul style="list-style-type: none"> <li>Established experience of networking, lobbying, advocacy communications, public mobilisation and policy influencing</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Experience of managing complex projects with multiple stakeholders</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Proven experience in strategy leadership, with excellent analytical and critical thinking skills with an entrepreneurial ability that has delivered concrete change</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Experience in managing, leading, motivating and developing a high performing team. Able to work in a matrix, flexible or distance management culture to deliver change</li> </ul>	✓		✓
	<ul style="list-style-type: none"> <li>Experience of managing a team, delegating effectively and setting expectations around and supporting performance</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Experience of directing the use of paid-for marketing and advertising, including digital and out of home advertising, to achieve message penetration and measurable action</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Experience of overseeing data-led monitoring and evaluation, commissioning relevant research and applying learnings to strategic campaign planning</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Experience of developing and delivering effective, high impact campaigns and influencing strategies</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Experience of providing strategic guidance on a range of campaigning issues to colleagues, senior staff and other stakeholders</li> </ul>	✓	✓	✓
<b>3. Skills</b>	<b>Essential</b>			
	<ul style="list-style-type: none"> <li>Ability to collaborate effectively, embrace diversity and maximise on its benefits, build strong relationships and networks based on trust, respect, and a partnership approach</li> </ul>	✓		✓
	<ul style="list-style-type: none"> <li>A creative leader who sees the big picture but has the creativity to build the tactics, events and moments to achieve our goals</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Strong interpersonal skills and ability to successfully manage complex and sensitive organisational relationships to achieve cross-organisational goals</li> </ul>	✓		✓
	<ul style="list-style-type: none"> <li>Demonstrates effective management of finances, and effectively utilises financial processes and information</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Ability to set standards, provide guidance, and create and maintain processes to support colleagues to deliver work to a consistently high standard</li> </ul>	✓		✓

AREA	CRITERIA	A/F	A	I
	<ul style="list-style-type: none"> <li>Ability to plan, manage and deliver effective, high impact campaigns</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Ability to cope under pressure, and to respond to competing and changing demands in a calm, measured and professional manner</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Ability to negotiate and influence when working collaboratively with colleagues</li> </ul>	✓		✓
<b>4. Other requirements</b>	<b>Essential</b>			
	<ul style="list-style-type: none"> <li>Respects diversity and equality</li> </ul>			✓
	<ul style="list-style-type: none"> <li>Respects and promotes organisational values</li> </ul>			✓
	<ul style="list-style-type: none"> <li>Ability to travel with occasional overnight stays</li> </ul>			✓

The RCN Core Behavioural Competency Framework informs the key behaviours our employees need to demonstrate in their roles.

<b>Inspire others to greater heights</b>  Be passionate about developing yourself and others and push yourself beyond your comfort zone	<b>Value those around you</b>  Prize diversity and deal fairly and consistently with people while recognising individual differences	<b>Show passion for our services</b>  Have members' and customers' interests at the heart of everything you do and go out of your way to manage & exceed their expectations	<b>Build outstanding relationships</b>  Lead and contribute to your teams success and collaborate with people around you & those beyond your immediate team	<b>Get to the heart of the business</b>  Have the business interests of the RCN at the forefront of all you do and seek out opportunities to develop your business know-how	<b>Stay one step ahead</b>  Be inquisitive, think differently and embrace opportunities for change, helping others to adapt and encouraging new ideas
Use the strengths of those around you to maximum effect	Challenge unacceptable behavior where it exists	Demonstrate pride in the RCN and passion for its services	Understand how your team impacts on others	Learn all aspects of the business with enthusiasm	Improve how things are done
Take personal ownership of all that you do	Treat everyone with respect regardless of their position	Ensure all you do has a benefit to members and customers	Focus on your team's primary goals	See yourself as a shareholder in the RCN	Adapt enthusiastically to change and different ways of working
Persist in the face of difficulties and overcome obstacles	Recognise the benefit of different viewpoints	Empower members and customers to help them become more involved	Share knowledge within your team and across other teams	Generate viable opportunities to help the RCN grow and develop	Tackle unfamiliar situations with confidence
Articulate your views and be open to others' opinions	Communicate openly and actively listen to those around you	Stay calm and focused when dealing with challenging situations	Support and help those around you	Work within tight timescales when needed	Help others to respond positively to change
Coach others and share your expertise	Treat everyone fairly and consistently	Go the extra mile	Demonstrate pride in your team and its work	Prioritise work to respond to urgent needs	Be prepared to do things differently & learn from mistakes
Trust those around you to do their jobs	Encourage mature discussion of differences	Build strong partnerships with outside agencies	Plan projects to involve key people from the start	Show efficiency and value in your use of resources	Adapt your thinking according to the needs of the situation
Seek feedback and learn from what you hear	Be approachable and give time to others	See a task through to the end	Identify opportunities for cross-team working	Translate plans into realistic targets and objectives	Show positive energy even in times of pressure
Lead by example and act as a role model	Respect individual and cultural differences	See things from the members' and customers' perspectives	Understand your strengths and play to them when you can	Understand the impact of your actions on the business	Keep an open mind and think creatively about problems at work
Empower and develop yourself and those around you	Recognise the impact of your behaviour on those around you	Build rapport with members and customers	Seek expertise from outside the team where necessary	Focus on the purpose of your role	Encourage constructive discussion about change
Speak up if you can see a better way to do things	Seek out stakeholders' views where possible	Keep members and customers informed	Ensure all team members have a meaningful part to play	Concentrate on delivering best value	Show your initiative in all that you do