



Job Description - Home Working Campaigns Manager

Salary	£38,000 per annum
Contract	Permanent
Reports to	Head of Water Efficiency Engagement
Hours	Full time (40 hours per week including 1 hour lunch break each day)
Start date	8th January 2023 (or as soon as possible)
Location	Home-based (travel costs paid for meetings)
Annual leave	27 days FTE per annum plus Bank holidays (22 days FTE per annum under the Four Day week - see below)

Please note that at Waterwise we work a Four Day Week, under voluntary agreements which all staff members sign. This means that you will be contracted and paid as full-time but you will sign a voluntary agreement stating that you commit to employing efficiency tools both individual and team-wide to deliver and be paid for 5 days work within four normal 9 to 5 days - the office is closed on Fridays. Training will be provided and you will be expected to continue to refresh your training and to keep up use of the efficiency tools. Annual leave is also pro rata'd. More information on a Four Day Week can be found [here](#). We can answer any questions you may have about this at interview.

Waterwise

Waterwise is the leading independent voice in the UK for using water wisely, for the benefit of people and the planet. Our vision is that water is used wisely every day, everywhere, by everyone. We are the UK's conscience on water efficiency, on behalf of people and the planet, and are experts in water efficiency policy, regulation, research, behaviour and campaigns. Waterwise is a people-led organisation which prioritises the wellbeing of its staff.

Water scarcity is an urgent issue right here, right now, right across the UK - consistent record-breaking high temperatures and low rainfall, and recurring drought, show how climate change and population growth are already putting our water resources under severe pressure, and this challenge is growing. Water efficiency has to be a big part of the solution, and we support and challenge governments, industry, customers and others to be innovative and ambitious on water efficiency. Our work includes campaigns, events, media, policy and regulatory influencing, research, stakeholder engagement and services such as Waterwise Training and the Waterwise Checkmark. We are funded by supporters across and beyond the UK water sector. Our [Waterwise Strategic Direction to 2030](#), published in August 2022, tells you a bit more about us. Our [UK Water Efficiency Strategy to 2030](#) tells you a bit more about our ambition.

At Waterwise we put staff wellbeing first, and our staff surveys show that our team knows, feels and appreciates this. Our values are

Purpose: We will deliver independent and ambitious leadership to drive social and political change on water efficiency

Pioneer: We will be forward-thinking and visionary in our approach, being brave and innovative in challenging the status quo

Passion: We will campaign to protect water and the planet and work to keep our own environmental impact as low as possible

People: We will prioritise staff wellbeing, be an inclusive, kind and positive team.

We are always looking for bright, committed people with a diverse set of skills and experience to help achieve our vision that water is used wisely every day, everywhere, by everyone. We are a lively, happy, friendly team, and we can't wait to read your application!

At Waterwise, we're committed to driving equity and preventing discrimination at work and in the work we do. Please see more on this below.

We are also working to reduce Waterwise's own carbon and environmental footprint.

Campaigns Manager role description

This is an exciting new role for Waterwise! Working with our Head of Water Efficiency Engagement, the overall purpose of this role is to lead our campaigns strategy, including both developing the strategy and developing and running authentic, dynamic, creative and daring campaigns. This role should raise awareness of water efficiency as well as Waterwise, with a focus on policy and behaviour change. You will increase the impact of our campaigns and further develop our existing reputation as water efficiency campaigns experts. Indeed, you will be our campaigns expert! You will be working at a senior, strategic level, as well as delivering work - supported by your line manager.

Key responsibilities include:

- Boost Waterwise's brand and voice, through campaigns and their impact
- Set the campaigns strategy and tracking delivery against it
- Lead and project manage all campaigns activity and campaigns related research
- Work with the team to develop key campaign tools, materials and assets
- Manage the budgets and forecasting for campaigns
- Owning, tracking and delivering campaigns sponsorship targets
- Monitor, track, and report on the success and diversity of campaigns, with a view to continuous improvement.
- Attend and speak at conferences, seminars and meetings to represent Waterwise
- Identify external opportunities to promote and advance Waterwise campaigns, and attract new audiences and funders
- Deliver campaigns research as part of Waterwise projects
- Deputise for the CEO and other senior leadership team members as appropriate
- Maintain and develop partnerships with other key groups and stakeholders to help boost Waterwise campaigns and generate support
- Work closely with the senior leadership team to ensure campaigns are closely linked with Waterwise's political advocacy work
- Work closely with communications colleagues to ensure campaigns get the reach they require
- Undertake media interviews (training will be provided)
- Be the dedicated Waterwise contact for specific funders and regional groups
- Assist the wider team on projects, programmes, events and core work

Other tasks and duties may arise and training will be provided.

The above is not an exhaustive list of activities but hopefully gives you a sense of the role and requirements. As it's a new role, we expect the tasks will evolve and develop over time.

Campaigns Manager person specification

We need someone who is proactive and a self-starter, with excellent communication and organisational skills. You'll have a track record of producing and implementing an effective campaigns strategy and of

developing and delivering effective and creative campaigns. You'll be leading on this issue within Waterwise, with support from your line manager. You will bring in new audiences, increase engagement in our campaigns and come up with inventive and new ways to deliver Waterwise's vision through campaigns. You will be a key part of our middle management team, and will be expected to operate at both strategic and delivery level.

Essential knowledge, skills and behaviours

- Experience in producing and delivering an effective campaigns strategy
- Experience in the development and delivery of campaigns and engagement projects
- Experience in working with stakeholders to drive change/influence
- Experience of project managing campaigns and the ability to project manage campaigns-related research
- Experience in analysing the effectiveness of campaigns and using this to inform strategies for continuous improvement
- Experience of creating collateral and assets for campaigns
- Ability to speak effectively publicly and engage effectively with stakeholders, including at events and conferences
- Good interpersonal skills to work collaboratively with a range of stakeholders, including funders
- Strong organisational skills, including the ability to plan and work proactively to meet deadlines
- Excellent attention to detail
- Ability to positively promote Waterwise and its work
- Ability to work flexibly within a small team that works from home
- Ability to manage own time and prioritise tasks
- Ability to plan, target, write, edit, coordinate and proofread internal and external publications and communications
- Ability to work effectively as part of a busy team, and support and communicate well with colleagues
- Ability to communicate across the team about your work and workload
- Commitment to equity, diversity and inclusion and wellbeing
- Eligibility to work in the UK

Benefits

At Waterwise the wellbeing of our employees is our number one priority. To recognise the fantastic work our team does in driving water efficiency, and to support their wellbeing, we have a wide range of employee benefits, beyond statutory commitments. These include:

- Positive, values-based environment and an inclusive culture where it feels safe for employees to say 'no' on grounds of workload
- Strong emphasis from CEO on wellbeing and workload management
- Homeworking
- Four Day week - being paid full-time but working 80% of this (or pro rata equivalent), in exchange for using tools to work efficiently - for full-time employees this equates to a day off every week, in addition to annual leave
- Flexible working
- Part-time working
- 27 days annual leave per annum for full-time employees (or pro rata equivalent for part-time colleagues), plus Bank Holidays (pro rata'd to 22 days full-time equivalent as we work a Four Day Week)
- Death in service benefit at x2 of salary
- Paid chartered and professional memberships
- Individual and team training budgets
- Maternity leave and maternity adoption leave beyond statutory

- Childcare costs for activities undertaken outside normal working hours
- Sickness pay beyond statutory

Equity, diversity and inclusion

At Waterwise, we're committed to driving equity and preventing discrimination at work and in the work we do. We know that simply having a diverse workforce is not enough. We want to create an inclusive environment within Waterwise and in our work and events, where everyone can contribute their best and develop to their full potential. We celebrate and value how different everyone is, and we work hard to ensure everyone is treated with dignity and respect. This aligns with our 'People' value that we will prioritise staff wellbeing, and will be an inclusive, kind and positive team.

Please see our Equity, Diversity and Inclusion Statement [here](#).

We are committed to treating all current and prospective employees fairly and to ensuring that our workplace and employment practices are free from discrimination, harassment or victimisation on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. We strongly encourage applicants from a wide range of backgrounds and with different identities and experiences to apply. Everyone in our team has a role to play in helping Waterwise become more diverse and inclusive, and we hope you will join us for this next stage in our journey.

We want to ensure that our recruitment process is inclusive of and accessible for everyone. If you are interested in applying for a role with us and think you may need some additional support or reasonable adjustments made to any part of the recruitment process, please get in touch on the email address below.

How to apply

To apply for this role, you will need to answer role-related questions. [Click here to apply](#). Please provide evidence and examples from your work history or other aspects of your life to answer the questions and demonstrate how you meet the criteria required. Please refer to the person specification when you are doing this.

Our goal is to remove bias from the hiring process and so rather than asking you for a CV and cover letter, we have set up role-related questions which will allow us to assess your approach to a problem and understand what knowledge and skills you have. Your answers will be anonymised, randomised and reviewed by the selection panel. We will use these scores to shortlist for interviews. We also think giving feedback is incredibly valuable for candidates, so at the end of the process, you'll see how well you performed during the application process.

The closing date for applications is 6pm on 22nd November 2023. There will be a two-stage interview process. First interviews will be held on 4th December 2023 and second interviews will be held on 13th December 2023. First interviews will be held online, on Zoom, and second interviews will be held in person, in central London.

We will consider flexible working requests within this role - please state your preferred hours and working pattern within your application.

