



Job Title: Campaigns Communicator (9 month maternity cover)

Responsible to: Head of Policy and Campaigns

Job purpose: To raise the profile of the organisation's policy and campaigns work through effective networking, impactful media coverage and bold, exciting campaigns which engage and inspire its target audiences.

Salary: £27,012 including London weighting

Hours: Full Time (35 hours per week)

Closing date: 12 March

Interview dates: 19 March

Please send your application form to: personnel@healthpovertyaction.org

Please note that due to a potentially high number of applications, only shortlisted candidates will be notified.

BACKGROUND

Health Poverty Action works for health and global justice in partnership with people who have been marginalised and pushed into poverty.

We work with communities to help them demand their right to health, and to challenge the power imbalances that deny them their health rights. Our distinct approach can be summarised as a combination of three areas:

- **We approach health as an issue of social justice**
Health is a Human Right that many are currently denied. The greatest causes of poor health worldwide are political, social and economic injustices. This is a global scandal which causes unnecessary suffering on a massive scale.

We tackle these complex root causes of social injustice in two ways. Firstly, we work in partnership with communities to help them take back the power to improve their own health. Secondly, we campaign on a national and international level to change policy, and destroy unjust power relations.

- **We prioritise those missed out by others**

We believe in health for all, without exclusion. Development organisations tend to cluster together, which leaves large populations with almost no support at all. People may be living in hard to reach areas, or are difficult to support for some other reason. We make these most neglected populations our highest priority.

- **We address the full range of factors which impact on health**

Health is a combination of physical, mental and social wellbeing. As well as strengthening health services we work on areas such as nutrition, water, sanitation, gender discrimination, and income generation. Tackling one cause of poor health in isolation can give the appearance of improving health in the short term, but tackling numerous factors together saves lives.

We are acutely aware of how our own power dynamics as an organisation impact on the people we work with, and we work in partnership with communities to create long term relationships built on trust.

In 2017 we formed a strategic partnership with Find Your Feet. The partnership ensures Find Your Feet's livelihoods work will continue through Health Poverty Action.

We are also proud to be one of the small number of organisation recognised as being structurally part of the global People's Health Movement. This quote from the founding document of this movement, the People's Health Charter, sums up the essence of Health Poverty Action's values and identity:

“Health is a social, economic and political issue and above all a fundamental human right. Inequality, poverty, exploitation, violence and injustice are at the root of ill-health and the deaths of poor and marginalised people. Health for all means that powerful vested interests have to be challenged, and that political and economic priorities have to be drastically changed. This Charter encourages people to develop their own solutions, and to hold accountable local authorities, national governments, international organisations and corporations.”

JOB DESCRIPTION

Context of the role

Poverty is created. The way the world is shaped by those in power results in the distribution of money, power and resources at global, national and local levels. HPA works to expose and effectively communicate about the root causes of poverty and poor health to mobilise people to affect change.

We see the so called 'war on drugs' is one of the key drivers of poverty and inequality globally. Whilst across the world people are pushing for an end to prohibition and calling for drug policies that improve health and lives the development sector is largely silent on drug policy reform.

Health Poverty Action works with others to establish drug policy reform as a crucial issue for poverty and health globally; and to facilitate public engagement in calling for legal, regulated drugs markets.

The role will require close working with the Head of Policy & Campaigns who oversees all of Health Poverty Action's policy and advocacy work; with the Policy and Advocacy Officer who lead on the policy development; and Communications Officer to provide content for on and offline communications.

We are looking for an outstanding, dynamic, creative and passionately committed person to drive forward our campaigns communications. The role will suit a dynamic campaigner with communications and media expertise. Successful candidates will be comfortable, generating creative communications, liaising with the media, advocating with decision makers and communicating with the public. They will have superb writing and networking skills, be proactive with the ability to spot and capitalise on opportunities, and the ability to work flexibly in a fast paced environment.

MAIN FUNCTIONS OF POST

- Ensure HPA's policy and campaigns work reaches its target audiences with maximum impact.
- Develop engaging public campaign actions and visually exciting campaign products to engage the public with our work
- Work with HPA's Communications Officer to generate proactive and reactive media coverage for our policy and campaigns work
- Network, build and maintain relationships with key influencers at both UK and international levels

Key responsibilities

- Work with the Policy and Advocacy Officer to implement the influencing strategy for HPA's health justice and drug policy campaigns
- Develop campaign stories and exciting visual communications to engage people in our work
- Work with HPA's Communications Officer to generate media coverage
- Develop engaging and strategic public campaign actions to engage HPA's supporters and attract new ones
- Produce a range of publications including briefings and blog posts
- Build and maintain relationships with key decision makers and other stakeholders
- Represent the organisation in a range of external networks
- Speak and run workshops at events and conferences
- Act as media spokesperson when required
- Organise occasional events
- Grant and budget management and report to funders
- Raise funds for campaigns work
- Undertake research and policy work and other tasks as required.
- Provide support to programmes teams and country offices when required

PERSON SPECIFICATION

Essential Criteria

- Sound understanding of the root causes of poverty and poor health
- A demonstrable commitment to Health Poverty Action's values
- An exciting and creative communicator, able to generate engaging communications
- Proven ability to generate media coverage
- Experience of running public campaigns (gained in a professional or voluntary capacity)
- Ability to strategically engage the public on issues of global justice
- Excellent writing skills and the ability to distil and effectively communicate complex information to a range of audiences
- Highly proactive and strategic - able to spot a story and maximise the opportunity, whilst understanding how this fits into a wider influencing strategy.
- Strong communication skills and a confident public speaker
- Excellent influencing and networking skills
- Excellent organisational and time management skills, a high level of initiative and the ability to work with minimal supervision

Desirable Criteria

- Experience of developing influencing strategies
- Knowledge of values and frames theory and practice
- An understanding of drug policy reform as a development issue
- Experience of raising funds for campaigns work

Health Poverty Action recognises that all adults and children have the right to protection from abuse and exploitation. Health Poverty Action condemns exploitation and inappropriate behaviour, and is committed to taking action for the protection of programme participants.

TERMS AND CONDITIONS

Salary

£27,053 including London weighting

Hours

35

Health Poverty Action is very committed to flexible working. We will consider applicants to work on a part-time and a flexible working basis where possible.

Holidays

25 days per year, plus the time between Christmas and New Year, plus English public holidays. An additional day leave is added for each two years completed service, up to a maximum of 3 days.

Pension

Staff are encouraged to join Health Poverty Action's pension scheme. Health Poverty Action will match your contributions up to a maximum of 5% of gross salary (and subject to a minimum contribution of 3%).

Location

The post is based at Health Poverty Action's offices in Vauxhall (central London). Candidates will therefore need to either have or be able to acquire the right to work in the UK. The post may involve some international travel.

At Health Poverty Action we celebrate diversity and promote equality and inclusion amongst all of our staff and everyone we work with.

Thank you for considering working with Health Poverty Action.