

"THE ONE WHO DOES NOT REMEMBER  
HISTORY IS BOUND TO LIVE THROUGH IT  
AGAIN"

GEORGE SANTAYANA



René Cassin  
**Campaigns Officers**  
Application Pack

Dear Candidate

Thank you for your interest in René Cassin and the two campaigning vacancies we are currently seeking to fill. The first Campaigns Officer will be responsible for our current thematic framework, working on safeguarding human rights, modern slavery, immigration detention and hate crime. The second role will develop our women's rights and social justice campaigns.

This application pack includes:

- Some background information on René Cassin, including our vision, mission and values
- An outline of our plans for the future
- A detailed description of the roles
- A person specification with essential and desirable attributes

The ideal candidates will have an understanding of, and interest in, international and UK specific human rights, experience in delivering national campaigns and developing campaigning materials and messages, and excellent networking and relationship building skills.

We are seeking people with dedication, aptitude and ability to deliver robust campaigning work. If you have strong knowledge and experience related to any of the significant parts of this job, such as campaigns, communications, or human rights, please do consider making an application or get in touch to discuss your background and I will try to give you a steer on the job, what's involved and whether you might be a good candidate. You can email me at [mia.hasenson-gross@renecassin.org](mailto:mia.hasenson-gross@renecassin.org).

If you have skills, experience and aptitude we are looking for, and want to help a small but dynamic human rights charity grow to meet the challenges ahead, please apply. Send your CV and covering letter to me at [mia.hasenson-gross@renecassin.org](mailto:mia.hasenson-gross@renecassin.org). The deadline for applications is **9am on Monday 16 November**. We intend to interview shortlisted candidates by Zoom during the week beginning 30 November.

We look forward to receiving your application.



Mia Hasenson-Gross  
Executive Director  
[mia.hasenson-gross@renecassin.org](mailto:mia.hasenson-gross@renecassin.org)

**René Cassin is a charity working to promote and protect universal human rights, drawing on Jewish experience and values.**

We achieve this by campaigning for change and building the capacity of activists to promote and protect human rights. We are named after Monsieur René Cassin, the French-Jewish Nobel Peace Laureate and co-author of the Universal Declaration of Human Rights.

## **Our Vision, Mission & Values**

Our **Vision** is of a world where:

- everyone fully enjoys all their human rights as enshrined in the Universal Declaration of Human Rights
- members of the Jewish community are actively engaged in promoting and protecting these rights, both within the community and in concert with stakeholders outside of the community

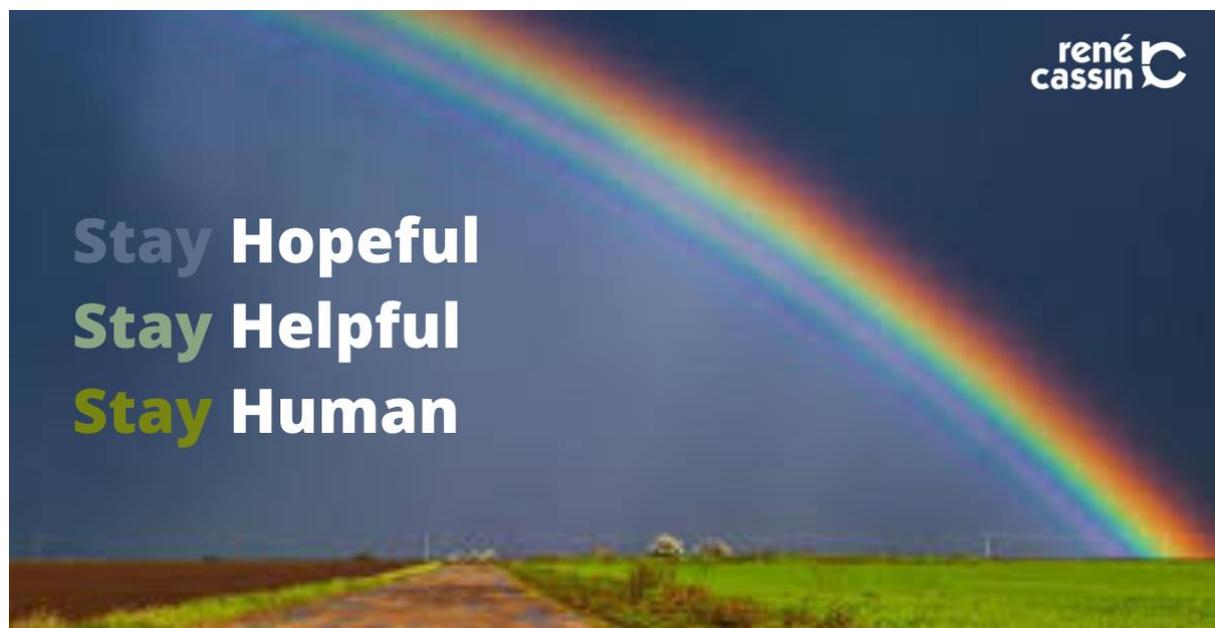
Our **Mission** is to promote and protect the universal rights of all people, drawing on Jewish experiences and values.

We will:

- remake a compelling case for human rights values
- campaign for change in defined human rights areas through a combination of advocacy, policy analysis, public campaigning and education
- lead and grow a group of committed Jewish human rights advocates
- maximise our capacity to work effectively

Our **values** – underpinning all the work we do:

- *Solidarity* – human rights belong to us all, so we stand for the rights of everyone, everywhere
- *Judaism* – we are inspired by Jewish values and experience
- *Collaboration* – our work is not isolated, but intertwined with the efforts of others, so we nurture and mobilise relationships
- *Empowerment* – we turn today's Jewish activists into tomorrow's leaders
- *Monsieur René Cassin* – we are determined to create a legacy worthy of our namesake



## Equality at a crossroads – a human rights roadmap

### Summary

The Universal Declaration of Human Rights was a practical expression of common humanity, in response to nationalism and the inhumanity of war. But the Declaration's vision as an all-encompassing statement of rights was cut short by the politics of the Cold War – as provisions designed to ensure social and economic justice were side-lined.

Today, with a global pandemic exposing inequalities that climate change and racial injustice threaten to entrench further, we again face a '1945' moment. Civil and political rights alone seem insufficient to provide a remedy, and if 'human rights' remain narrowly defined they risk irrelevance.

René Cassin plans a major project to advocate a thorough overhaul of human rights protections in the UK, to ensure social, economic, cultural, and environmental justice.

### Socio-economic, environmental, and racial justice – a 'Sliding Doors' moment?

The Covid-19 crisis has exposed long-existing inequalities that literally determine life or death. And it has presented us with a knife-edge future. We are faced with a broad choice between the status quo reality – super-sized austerity, inequality, and populist nationalism – or an alternative version that seeks to, in the emerging jargon, 'build back better'.

### Human rights – an incomplete picture?

If human rights are a toolkit, are some of the most useful and necessary tools missing? The Declaration enshrined rights to what most would agree are the fundamental necessities of human existence – food, clothing, housing, medical care, education, and employment. Yet these social and economic rights find little or no expression in the European Convention on Human Rights and the UK's Human Rights Act.

### What René Cassin intends to do

We are proposing a paradigm shift in the advocacy of human rights – a return to the original vision of the

Declaration's full panoply of rights, a project that was cut short by Cold War power politics.

### Why is René Cassin well placed to drive this debate?

- Our *raison d'être* is promoting the vision of the Declaration, the foundation document of the modern human rights movement, from the co-author of which we take our name.
- Human rights values mirror Jewish values, and Jews are human rights 'experts by experience' – from ancient slavery and migration, through pogroms and the Holocaust, to the recent upsurge in anti-Jewish racism.
- We have already made progress on these crucial issues. We held a high-level roundtable discussion on social and economic rights and have begun a new programme to promote women's rights.
- We are known and respected in a number of vital contexts: within the disparate elements of the Jewish community; in wider civil society organising around key themes, such as safeguarding human rights, immigration, slavery, genocide, and discrimination; in multi-faith fora; and amongst relevant legal and political experts.

### 'Shared humanity' – the relevance of human rights

A greater emphasis on social and economic justice will aid a renewed focus on the relevance and importance of human rights. In addition, we believe that the tone of the discussion itself is a vital element in securing a successful outcome.

### Conclusion

With populist nationalism on the rise, and economic hardship threatening to increase the lure of demagogues, this is a critical moment for the future health of human rights. As the charity named after its co-author, René Cassin is in a unique position to re-make the case for human rights by arguing for the realisation of the Declaration's original broad vision of what constitutes a just society, and to co-ordinate a Jewish community effort to that end.

## Campaigns Officers (2 posts)

<b>Salary</b>	£26,000 - £28,000 (pro rata) dependent on experience
<b>Contract</b>	Part time (three days a week)
<b>Term</b>	6-month fixed term contract in the first instance
<b>Location</b>	London (with work from home flexibility)
<b>Application Deadline</b>	9am, Monday 16 November 2020

***René Cassin, the Jewish voice for human rights, is looking for two Campaigns Officers to join our team as we take the charity to new heights. The ideal candidates will have an understanding of, and interest in, international and UK specific human rights, experience in delivering national campaigns and developing campaigning materials and messages, and excellent networking and relationship building skills.***

We are seeking people with dedication, aptitude and ability to deliver robust campaigning work. If you have strong knowledge and experience related to any of the significant parts of this job, such as campaigns, communications, or human rights, but are not sure that your profile fits in a 'traditional' way please do consider making an application or get in touch to discuss your background and we will try to give you a steer on the job, what's involved and whether you might be a good candidate.

Please send your CV and a covering letter, addressing how you meet the requirements in the person specification to us by **9am on Monday 16 November 2020**. Applications should be sent to [mia.hasenson-gross@renecassin.org](mailto:mia.hasenson-gross@renecassin.org). Please enter 'CAMPAIGNS OFFICER' in the subject box. We are only able to consider applicants who have the right to work in the UK. Interviews will be held week commencing 30 November, most likely by Zoom. If you have any questions about the roles please contact me at [mia.hasenson-gross@renecassin.org](mailto:mia.hasenson-gross@renecassin.org).

### **Purpose of roles and key responsibilities**

There are currently two roles available:

**The first role is to continue working on our current thematic framework on safeguarding human rights, modern slavery, immigration detention and hate crime.** You will develop and implement high profile national and communal influencing campaigns and ensure campaigns are integrated across all areas of work. The role will require you to manage new and existing relationships with different stakeholder and partner organisations and facilitate widespread public support for our existing campaigns and messaging. (See our website for further information: <https://www.renecassin.org/what-we-do/campaigns/>).

**The second role is to develop our women's rights and social justice campaigns.** You will be working on developing and facilitating campaign strategies and messaging, which seek to engage and inform the community on our expanding human rights remit and facilitate Jewish community responses and actions to promote social justice and women's rights. The role will require you to build on and establish new relationships with the women's sector and social justice stakeholders and organisations with

intention for collaboration and identifying René Cassin's emerging role in women's and social justice movements.

Please indicate on your application if you have a preference for either role. Whilst previous campaigns experience is not essential, having a background in campaigning or communications, or as a grassroots campaigner is essential. Above all you will need to be passionate about René Cassin's current and emerging human rights campaigns and engaging the UK Jewish community.

## **Specific duties**

### **Campaigns**

- Develop, implement and evaluate campaigns and engagement strategies that achieve positive change. This includes designing and running events (including online events), liaising with stakeholders and attending meetings, events and advocacy platforms on behalf of the organisation.
- Develop and maintain effective and collaborative relationships with partners and within networks.
- Work closely with the director and team to design and deliver campaigning activity, identifying targets, key audiences and opportunities for progress, and targeting campaigns accordingly.
- Build on René Cassin's positive campaigning profile and develop René Cassin's key messages and response on our human rights areas.
- Ensure that René Cassin is proactive in its campaigning work, taking opportunities when they emerge and regularly revising and updating strategy and plans.
- Commission, develop and create campaign resources and tools including web content, research, briefings, promotional material.
- Undertake research as required to inform campaign activities, legal and policy work.
- Ability to analyse policy documents and keep up to date with legislative developments.
- Ability to keep up to date on Parliamentary activities relating to our campaign areas and identify key politicians and stakeholders to engage in our work.
- Coordinate and manage the organisation's campaign groups and volunteers including meetings, updates and blogs.
- Support the director and other team members in mobilising the Jewish community around our campaigns.

### **Communications**

- Develop and implement strategic communications plans to engage and activate target audiences around campaign actions and goals.
- Create interactive, engaging, informative and accessible social media and campaigning materials that serve to build our supporter base around our current and emerging campaigns and support our strategic priorities.
- Plan and implement social media and online communications in accordance with key human rights calendar dates, such as: National Hate Crime Awareness Week, Holocaust Memorial Day, etc.

- Utilise relationships with new and existing partners to expand our online engagement and reach, such as: collaborating on social media content, creating and distributing social media assets to campaign partners and stakeholders, etc.
- Ensure the website is regularly updated with campaign news and events.
- Support Director in preparing and disseminating the quarterly newsletter and other communications.

### **Day to day operational and governance matters**

- Support Director to ensure to smooth running of the office.
- Assist the Director to service the Board of Trustees (e.g. preparing documents; note-taking at Board meetings).
- Support the Director and Development Manager in fundraising efforts.
- Support the Director to develop, maintain and engage the René Cassin Alumni and volunteers' networks.
- Support the Director in any other way that may be required in a small organisation.

### **Competencies**

- Proven networking skills, and ability to generate interest in René Cassin's mandate.
- Identifies opportunities and builds strong relationships with organisations and stakeholders.
- Outstanding oral and written communications and editing skills.
- Ability to create visual content using design and media platforms, such as Canva.

## Person Specification

Knowledge	Essential	Desirable
Understanding of, and interest in, international and UK specific human rights law and issues	√	
Knowledge of specific human rights issues including: asylum and refugees, discrimination and hate crime, and modern day slavery; OR Knowledge of specific human rights issues including: women's rights, socio-economic rights, disability rights	√	
Knowledge and skills to monitor and evaluate campaigns		√
Understanding of the UK Jewish Community		√
Experience		
Working experience in a relevant field	√	
Public facing campaigning and supporter engagement, and / or advocacy and lobbying	√	
Coordinating events (workshops, conferences, speakers, events etc.)	√	
Networking and experience building relationships with varied stakeholders	√	
Writing content for website, newsletters, and other communications	√	
Experience in managing interns and volunteers		√
Experience in working in a small team		√
Other		
Independent, self-motivated & capable of taking initiative	√	
Strong commitment to René Cassin values and human rights	√	
Excellent communication skills both oral and written	√	
Ability to prioritise work	√	
Willingness to travel, work flexible hours, including some evenings and weekends, in the UK	√	
Willingness to undertake own administration	√	
Excellent IT skills (MS Word, Excel, PowerPoint, email, website management, social media (e.g. Twitter, Facebook, Canva)	√	
Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problems, and enhance organisational effectiveness	√	

### To apply

Please send CV and covering letter outlining your suitability to [mia.hasenson-gross@renecassin.org](mailto:mia.hasenson-gross@renecassin.org)

**Deadline for applications: 9am, Monday 16 November 2020**

**Interview date: Week beginning 30 November**

If you have any queries, please contact Mia Hasenson-Gross at [mia.hasenson-gross@renecassin.org](mailto:mia.hasenson-gross@renecassin.org)