



Campaigns Manager Application Pack

Dear Candidate,

Thank you for your interest in René Cassin and our Campaigns Manager vacancy. This role will be responsible for leading our campaigning and mobilisation work.

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 role
- A person specification with essential and desirable attributes

The ideal candidate will have:

- a good understanding of, and interest in, 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 someone 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. 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.

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, with 'CAMPAIGNS MANAGER' in the subject box.

The deadline for applications is **10 am on Thursday 4 May 2023**. We intend to **interview shortlisted candidates during the week beginning Monday 8 May 2023**.

We look forward to receiving your application.



Mia Hasenson-Gross
Executive Director
mia.hasenson-gross@renecassin.org

René Cassin – the Jewish voice for human rights – is named after the French-Jewish co-author of the Universal Declaration of Human Rights.

René Cassin's **vision** is of a world where everyone fully enjoys all their human rights as enshrined in the Declaration, and in which members of the Jewish community are actively engaged in promoting and protecting these rights.

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

René Cassin works:

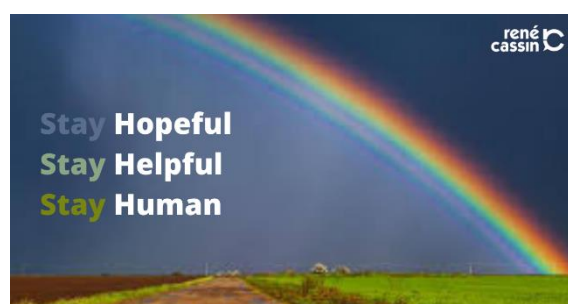
- **within the Jewish community** – by building support for human rights values amongst British Jews
- **in the wider community** – by bringing the authority of a Jewish perspective on issues that resonate with Jewish experience

We aim to:

- **Remake a compelling case for human rights values** – we believe that those values, which inspired the Universal Declaration, are a direct response to the horrors of the Holocaust. For that reason, we focus on advocating for safeguarding the UK's current human rights framework – particularly the European Convention on Human Rights and the Human Rights Act, which have their origins in the Universal Declaration.
- **Campaign for change on human rights issues** that resonate with Jewish experience, and which **affect other marginalised minorities**, such as:
 - **Genocide** – we are mobilising support for UK-based exiles demanding action in response to the Chinese repression of Uyghur Muslims
 - **Immigration and asylum, slavery and human trafficking** – we are drawing on the parallels with recent Jewish history to challenge the current 'hostile environment' towards refugees. We campaign for a time limit on the detention of asylum-seekers and promote alternatives to detention
 - **Discrimination and hate crime** – we use our work on discrimination against Gypsy, Roma and Traveller communities as a case study to illustrate the negative implications for vulnerable communities and groups of a weak human rights framework
 - **Social justice and women's rights** – we address long-standing inequalities and the obstacles vulnerable groups experience in accessing fundamental rights e.g., right to safety, right to healthcare etc.
- Lead and grow **a group of committed and knowledgeable Jewish human rights advocates**

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 partnership
- *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 has exposed 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 – super-sized austerity, inequality, and populist nationalism – or an alternative version that seeks to, in the current 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 Manager

René Cassin is seeking an experienced individual who believes in the power of advocacy and campaigning to deliver change.

JOB DESCRIPTION

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| Reporting to: | Executive Director |
| Working with: | Executive Director, Campaigns & Communications Officer, campaigns team, Development Manager, Interns |
| Contract: | Full time; permanent contract |
| Salary: | £32,000 per annum |
| Location: | Hybrid working (at least 2 days p/week office based, London NW6) |
| Other entitlements: | 20 days annual holiday (+ Jewish festivals); 3% employer pension contribution |

Purpose of role and key responsibilities

The Campaigns Manager will be responsible for delivering a compelling advocacy and campaigning plan to help deliver our mission to promote and protect universal rights, drawing on Jewish values and Jewish experience. You will be responsible for developing and leading campaign and advocacy strategies and messaging to support René Cassin's strategic objectives, and for the effective mobilisation of the Jewish community in the UK. You will work closely with, and support, René Cassin's Executive Director, Development Manager and Communications & Campaigns Officer. You will primarily oversee two key campaign areas: the hostile environment to migration and hate and discrimination.

Effective Campaigning

- Deliver René Cassin's annual campaigns and monitor progress against agreed outcomes.
- Lead on campaigns that will help achieve strategic goals – working closely with colleagues to design and deliver campaigning activities, identify targets and key audiences and opportunities for progress.
- Devise plans for national / Jewish / human rights days and other big moments and develop key events, resources and messages to galvanise supporters.
- Represent René Cassin at external events, including speaking engagements and presentations to a diverse group of stakeholders such as community representatives, NGOs, policymakers, officials and parliamentarians.
- Build on René Cassin's positive campaigning profile and develop René Cassin's key messages and response on our human rights areas.
- Ensure René Cassin is proactive in its campaigning work, taking opportunities when they arise and regularly revising and updating strategy and plans.
- Forge strong working relationships with a diverse range of stakeholders whose campaigning priorities align, and work with them to push for policy change.
- Coordinate and manage the organisation's campaign groups and volunteers including meetings, updates and blogs, finding creative opportunities for the campaign group involvement.
- Grow René Cassin's profile, credibility and influence through the implementation and management of our key campaigns and messages.

Effective Advocacy

- Lead delivery of René Cassin's advocacy strategy including key sector integration agenda, manage and maintain strong existing partnerships.
- Contribute and liaise effectively as part of human rights sector-wide advocacy networks and coalitions.
- Identify Parliamentarians receptive to René Cassin's work and values and build sustained relationships to benefit our campaigns and broader human rights causes.
- Identify opportunities for external advocacy engagement and design and project manage the implementation of advocacy work.
- Manage key relationships with external stakeholders.
- Liaise with different Jewish community stakeholders and partners to inform them of developments and opportunities for influence and support them in undertaking coordinated advocacy.
- Develop and disseminate policy and advocacy content including fact sheets, policy briefs, submissions, updates, and position statements.

Community engagement

- Lead the implementation, further development, and monitoring & evaluation of René Cassin's community engagement priorities.
- Build the capacity of Jewish stakeholders to engage in campaigning activities.
- Identify and build new relationships with stakeholders and groups within the Jewish community through targeted mobilisation and actions.
- Facilitate networking, partnership-building, and coordination of advocacy activities at national level between different stakeholders within the Jewish community and the wider sector.
- Continually help identify and promote shared advocacy spaces and provide support to facilitate the participation of people and groups in the work of René Cassin.
- Co-design, facilitate and deliver resources and capacity building and training events for community activists.

Admin, Fundraising and other duties

- Actively contribute to fundraising, monitoring and evaluation, and strategic and operational planning as required.
- Undertake shared organisational administration and project support tasks as required.
- On occasion when required, work outside usual working hours.
- Commit to ongoing personal development and learning.
- Comply with René Cassin policies and processes including safeguarding, diversity and inclusion, the code of conduct and data protection.

PERSON SPECIFICATION

Essential

- Significant professional experience in a comparable role in the not-for-profit sector, international/intergovernmental organisation or social enterprise.
- Knowledge of the British policy landscape regarding human rights, in particular immigration and discrimination policy.
- Degree-level qualification in a relevant area such as public policy, development studies, international relations, communications, human rights.
- Proven experience in advocacy and campaigning, with the ability to work with coalitions and inform national policy discussions through grass-roots work.
- Experience of successfully developing and delivering training, initiatives and resources.
- Experience of devising and using a range campaign tactics (both online and offline) and evidencing the effectiveness of these through detailed monitoring processes.
- Exceptional written and oral communication skills, including the ability to work with a diverse range of actors at different levels and from different cultural contexts.
- Confident networker and influencer with the ability to represent René Cassin at a variety of events.
- Exceptional interpersonal and networking skills and ability to build good working relationships with a wide range of people at all levels.
- Adaptable and flexible with the ability to manage multiple projects in a fast-paced, deadline-driven environment, a 'can-do' attitude and excellent problem-solving skills.
- In depth knowledge and understanding of the Jewish community in the UK and ability to provide expert advice to guide colleagues in engaging effectively with community leaders and groups.

Desirable

- Excellent understanding of how to recruit, retain and mobilise supporters for a given campaign.
- Knowledge of how to develop campaign evaluation frameworks, including using online metrics and qualitative feedback from focus groups and interviews.
- Parliamentary lobbying experience.
- Experience of shaping an organisational strategy and theory of change.

To apply

Please send CV and covering letter outlining your suitability to mia.hasenson-gross@renecassin.org

Deadline for applications: 10am, Thursday 4 May 2023

Interview date: Week beginning Monday 8 May 2023

If you have any queries, please contact Mia Hasenson-Gross at mia.hasenson-gross@renecassin.org