



End Violence Against Women Coalition (EVAW)
Head of Campaigns
Job description August 2026

Hours: Full-time, 5 days per week

Contract: Permanent

Salary: £57,800 (incl ILW)

Reports to: EVAW's Director

Line management responsibilities: none, at present

Benefits: Pension scheme (8% employer contribution), 27 days annual leave (plus bank holidays), train/bike

loan, centrally located office (close to Vauxhall/Westminster*), enhanced maternity leave provision, externally provided Employee Assistance Programme, optional external supervision

*We have a hybrid working policy, which provides for flexibility to work from home with an expectation that a minimum of 1-2 days are office-based work, dependent on team and other meetings.

Role overview: This is an exciting new role that will see the postholder leading EVAW's strategic, influential campaigns work. The postholder will drive EVAW's planned and reactive campaigning, advising the Director(s) and working closely with Heads of Communications, Policy and Research, Public Affairs and Membership functions within the organisation. The role is front facing, requiring the postholder to confidently represent the organisation in high-level stakeholder spaces, as well as in the media. The postholder will lead on monitoring, evaluation and learning, ensuring the efficacy of our campaigns and interventions, as well as promoting internal learning and reflection. Using their strong campaigning nous/instinct the postholder will also be effective at adapting or amending campaigns and interventions when the external landscape shifts.

Key roles and responsibilities:

Strategy

- Lead the development, implementation and monitoring of a robust campaigns strategy to drive measurable change and maximise influence on policies, practices and attitudes relating to VAWG in line with the organisational plan and EVAW's strategic objectives;
- Bring vision and creativity to EVAW's campaigning work, particularly in identifying and leveraging opportunities;
- Use adaptive approaches to regularly reflect on and consider revising campaigns plans;
- Explore and implement innovative new ways to influence policy and practice, including thinking beyond Westminster to other actors or mechanisms to secure change (including strategic litigation);
- Lead on the mapping of theory of change frameworks for EVAW's respective campaign areas.

Anti-racism and intersectionality

- Demonstrate commitment to ensuring values of intersectionality and anti-racism are threaded into all EVAW's campaigns;

- Contribute to strengthening EVAW's anti-racism analysis by bringing knowledge, insight, reflection and suggestions.

Campaigns

- Lead campaign planning, ensuring campaigns are effectively managed and evaluated against agreed objectives, budgets and monitoring, evaluation and learning frameworks;
- Lead the delivery of campaigns on a host of VAWG issues, identifying targets, key messages, key audiences and opportunities for progress, monitoring and evaluation techniques;
- Generate ideas with the aim of securing traction for EVAW campaigns (could be through, well-timed polling, a petition, FOIs, strategic litigation, an event, among others);
- Lead on the creation of compelling campaign asks and feeding into policy recommendations that seek to achieve change in public policy, practice and attitudes for women and girls affected by VAWG;
- Utilise a wide range of tactics to achieve our campaign objectives, including being able to identify what might be most effective, depending on contexts/shifts;
- Commission and oversee development of campaign outputs in collaboration with the Head of Communications;
- Collaborate with the Head of Public Affairs to ensure campaigns and political advocacy are mutually beneficial, maximising opportunities to influence government, regulators and decision-makers;
- Collaborate with the Head of Communications to ensure campaigns and wider messaging are closely aligned and reflects campaigns and policy positions, feeding in to press releases and web pieces as well as press commentary/briefings;
- Collaborate with the Head of Policy and Research to ensure that campaigns and policy work are working in tandem and are complementary. Including to identify and help create opportunities to land our policy and research findings and recommendations;

Communication and relationships

- Serve as a senior public representative and spokesperson for EVAW, contributing to building the organisation's profile and influence through media engagement, public speaking, stakeholder engagement and high-profile external events;
- Alongside colleagues, build strong relationships with a wide range of external stakeholders including survivors, EVAW members, civil servants, policy makers, academics, and parliamentarians among others;
- Hold and manage relationships with campaigns partners - including members, survivors and survivor-led organisations - with care, sensitivity, flexibility and professionalism;

Learning

- Ensure regular reflection on the effectiveness of EVAW campaigns using the monitoring, evaluation, learning (MEL) framework;
- Lead reflection discussion(s) on Key Learning Questions, supported by the Director and MEL consultant;
- Work closely with the Director(s) to ensure the MEL framework is embedded in our organisational culture and practice;
- Work closely with the Director(s) to review MEL progress - communicating an analysis of findings as well as suggesting and presenting solutions.

General

- Join the on-call rota (remunerated separately).
- Act as Designated Safeguarding Lead (training will be arranged);
- Undertake other tasks and responsibilities reasonably requested by the Director(s);
- Be responsible for monitoring and evaluation in your area of work;
- Support organisational reporting by contributing to Board papers, quarterly and annual reports, organisational planning and other reporting;
- Meaningfully contribute to strategies across the team, including media, public affairs, policy and research, and membership;
- Attend and contribute to regular team meetings and team planning sessions;
- Attend supervision, and be willing to undertake general tasks as reasonably required by the organisation;
- Be willing and able to identify own development needs.

Person Specification:

Essential

- Demonstrable commitment to gender equality and human rights and an understanding of how intersecting inequalities affect different women, alongside a clear commitment to anti-racist and anti-discriminatory practice and behaviour
- Strong knowledge of the different forms of VAWG, theoretical and practical approaches to them, and policy recommendations and practice related to them
- A strong view on the wide range of external stakeholders to influence in order to influence and achieve change
- Ability to absorb complex information quickly and think strategically and flexibly under pressure
- Track record in campaigning and building relationships with a wide range of contacts in order to achieve change
- Experience of delivering successful campaigns in a related progressive cause/social justice issue area
- A strong interest in continuous review of campaigning methods and willingness to change what does not work and try new methods
- Experience designing and delivering campaigns strategies, as well as ability to be responsive to emerging opportunities
- Excellent understanding of the UK political landscape
- Strong analytical skills
- Ability to work relationally with a breadth of partners
- Strong written and verbal communications, able to present research, findings and recommendations to a broad range of stakeholders, in different formats
- High degree of self-motivation, attention to detail, ability to work independently, and to meet tight deadlines
- Ability to work sensitively and ethically with survivors of violence and abuse
- Experience in building and maintaining relationships with a wide range of stakeholders
- Ability to represent the organisation at external meetings with key stakeholders

Desirable

- Significant experience in the field of violence against women and girls
- Experience of advocacy with political stakeholders
- Experience of communications and press engagement
- Experience working with survivors or people with lived experience of violence or oppression
- Line management experience