



## JOB DESCRIPTION

# Head of Communications and Campaigns

*1.0 FTE, remote (in the UK) and flexible working, £42-£45K*

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<b>Job title:</b>	Head of Communications and Campaigns
<b>Contract type:</b>	Full-time (35 hours) per week; compressed, condensed or school hours will be considered; we are also open to this role being a job-share partnership. Please detail any flexible working requirements in your application.
<b>Salary:</b>	£42,000 - £45,000 depending on experience
<b>Start date:</b>	ASAP
<b>Location:</b>	Bloody Good Period works remotely and flexibly. Routinely the role will be home-based, with attendance required at in-person team meetings in London every six weeks. Ideally more frequent in-person working (weekly) would be preferable. This role will also require regular attendance at in-person meetings and events in London, some of which may be out of usual office hours (with time off in lieu offered). This role must be UK-based.
<b>Reporting to:</b>	CEO

This role will form a senior leadership team alongside the CEO plus the Director of Commercial & Development.

**Has reporting:** Communications & Projects Officers (1 role held by 2 individuals in a job-share); freelance Experts by Experience Forum co-ordinator; freelance communications and events support; Campaigns intern for a defined time period

**Application deadline:** Sun 26th May (end of the day 23:59) - see instructions at the end of this document

## Who We Are

**We fight for menstrual equity and the rights of women and all people who bleed.**

Menstrual supplies are not cheap, but for anyone with a period, they are, of course, an absolute necessity. Bloody Good Period provides period products to those who can't afford them, and menstrual education to those less likely to access it.

We also help everybody talk about periods, because we believe that everybody should be able to talk about bleeding without shame, and nobody should be at a disadvantage because they menstruate.

## About This Role

**We are searching for a new strategic leader at Bloody Good Period. The Head of Communications and Campaigns will play a pivotal and strategic role in delivering creative and effective campaigns and comms that align with our wider influencing work, maximising opportunities to influence change as we approach a General Election, and beyond.**

Bloody Good Period's brand and communications have had huge traction and influence in the last few years. Our mission of menstrual equity resonates strongly with a range of stakeholders including individual supporters, corporates, parliamentarians and celebrities, and we have developed a strong brand which is frequently sought after for high-profile partnerships.

We are also dialling up the activist movement quality of our work, building on strong foundations in terms of our brand, reputation and relationships. We think menstrual equity is a

bedrock of renewing and improving the way the UK works, and the way we campaign for that and communicate our thoughts and demands will always be fundamental to our success in achieving our mission.

The Head of Communications and Campaigns will be working across the organisation, and crucially alongside our Experts by Experience forum, strengthening our communication strategy whilst developing and implementing an ambitious campaign strategy to engage and mobilise both existing and new supporters.

We are an inclusive, feminist organisation, which champions remote and flexible working, and puts self-care at the heart of what we do. We offer a specific leadership and development programme for BPOC members of the team to develop their careers within the social justice space, and a wellbeing fund to support every team member. We work hard and deliver, but we do not overwork. We enjoy our work and take pride in it.

***We strongly encourage applications from Black and People of Colour, and from those who have lived experience of the issues on which we work, namely period poverty, and/or experience of refugee or asylum-seeker status.***

While the successful candidate will be selected purely on merit, in the event of a tie between two candidates with equal suitability, we may select a candidate with lived experience of the issues we are seeking to address through our work.

We recognise that many potential candidates who bring the voice and lived experience that we need, may have had less opportunity to develop a track record in these roles. Bloody Good Period prioritises the development needs of everyone who works with us, including in this role.

### ***Experts by Experience Employment Network***

We are proud to be a member of the [Experts by Experience Employment Network](#) to create a charitable sector that is led by people with lived experience of the asylum and immigration system. As part of this network, we challenge a one-size-fits-all approach in our employment practices, and respect personal circumstances and needs of people with lived experience. We believe that every individual should have the right support when applying for our roles.

Through this network, we may be able to provide independent and confidential support for applicants with lived experience of the UK asylum and immigration system. Please get in touch via [info.pathways2leadership@gmail.com](mailto:info.pathways2leadership@gmail.com); you will be notified if there is capacity to support your application.

## To Find Out More

To find out more about the role, and BGP as an organisation, you're invited to an online drop-in session on **Thursday 16th May 2024**. You are welcome to attend anonymously if you prefer (with your camera off). You can submit questions on the day, or in advance via [hello@bloodygoodperiod.com](mailto:hello@bloodygoodperiod.com) (please use the subject line: Recruitment Q&A). Please register your interest in this session [here](#).

## Roles & Responsibilities

### Campaigns

**Develop and deliver our 2024 campaign strategy, which is already underway, as we head into a General Election year.**

- Lead and inspire our wider BGP team and our network of Experts by Experience to build, maintain and deliver on campaigning energy and ambitions
- Ensure an effective balance between the two strands of public mobilisation and public affairs outlined below
- Budget management of associated costs for campaigning
- Working with key stakeholders, including pro bono agencies, to develop our public campaigning work

#### **Public mobilisation:**

- Identify and build individual campaign moments as part of an overall campaign strategy to get our supporters engaged and active on the issue of period poverty ahead of a General Election

#### **Public affairs and advocacy:**

- Map and maintain conversations with key external stakeholders, including other campaign groups, menstrual equity organisations, APPGs, MPs and other political decision makers
- Find and build new partnerships to amplify our voice and increase our influence

# Communications

**Deliver against our commitment to bold, demanding and culture changing communications which provide everyone with a better way to talk about periods, retaining our trailblazer status and changing the bloody culture.**

With delivery support from the Communications & Project Officers, and freelance support on specific activities, lead the following:

- Develop and deliver our communications strategy; continuously striving to be culture-changing and centring the voice and experience of all women and people who bleed
- Champion, strengthen and proactively manage our brand identity, amplifying and growing it through our channels
- Own and oversee our core messaging, content production and the management of our on- and off-line channels (social, web, email, press, events)
- Manage our media relations, acting not only as our first point of contact, but building new opportunities to maximise our media presence.

## Strategic leadership of organisation

- As a senior member of the organisation, contribute to overall BGP strategy, taking an active part in the management and direction of BGP
- Represent the organisation where needed and in the absence of the CEO. This will include speaking at events and on panels and media appearances.

## What we're looking for

- You'll have the passion and dynamism to shape and deliver an ambitious, compelling and influential comms and campaigns strategy for us, rooted in your belief and support for menstrual equity
- Experience of building campaign momentum and delivering results through both public mobilisation and public affairs work
- You'll be able to share with us your demonstrable experience(s) of increasing profile and supporter numbers through effective communications and campaigns that you've developed and delivered (both on and off line)

- A driven, empathetic and passionate leader who will invest equally in internal and external relationships, truly recognising the value of collaborative and transparent working, especially in the setting of a small charity
- You'll have experience of building and bringing together a community of partners, pro-bono supporters, volunteers, individuals with lived experience (in our case this is the EBE forum) and more to help develop and implement our comms and campaigns, making menstrual equity an issue that can't and will not be sidelined in 2024

### **Essential**

- Committed to and inspired by BGP's mission of menstrual equity
- Committed to anti-racist, trans inclusive, feminist action and working with asylum seekers and refugees
- Ability to see the 'big picture' while still being able to deliver work and 'in the detail/when needed
- Strong experience in communications, social media and content production, including video production that works across social platforms
- Strong record of event delivery
- Excellent relationship management, interpersonal and networking skills
- Excellent leadership, project management experience and team working skills
- Ability to work both independently and as part of a team
- Ability to manage a range of projects with competing priorities, and to work well under pressure
- Experience of acting as a senior representative for an organisation at events and/or in the media
- Strategy development and strategic leadership experience
- Line management experience
- Have worked in menstrual health or feminist based space before
- Experience of generating and managing budgets

### **Desirable**

- Experience of using Beacon CRM or a similar system
- Familiar with using Google Workspace and Slack for remote collaboration

### **To Apply**

- Register for the online Q&A on **Thursday 16th May 2024**, 12-1, [here](#)

- Please send the following to [anna@youarevalued.co.uk](mailto:anna@youarevalued.co.uk) (and not to Bloody Good Period) by Sun 26th May (end of the day 23:59)
  - your CV, including contact details
  - an expression of interest which tells us why we're such a great fit - this could be in writing (one page of A4 only please) or via any other creative format you feel inspired by
  - some examples of your brilliant campaigning or communications work, to give us an idea of your skills and experience.
  
- You will be notified of the outcome of your application by the first week of June
  
- First round interviews will be in early June and will be held online, with a second stage in person
  
- Interview questions will be shared in advance.