



Brussels, 2 June 2021

JOB DESCRIPTION

Women Political Leaders (WPL) is the global network of women politicians. Its mission is to increase the number and influence of women in political office. WPL is an independent, post-partisan, not-for-profit foundation based in Iceland, the world champion of gender equality. The WPL secretariat is very international and works with women politicians and decision-makers around the world.

WPL is committed to achieving in its secretariat workforce diversity in terms of gender, nationality, and culture. Individuals from minority groups, indigenous groups, and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.

WPL does not tolerate sexual exploitation and abuse, any kind of harassment, including sexual harassment, and discrimination. All selected candidates will, therefore, undergo reference checks.

Campaign Manager (Part time)

Women Political Leaders is looking for an experienced and talented Campaign Manager to reinforce its Policy & Advocacy Directorate.

Reporting to the Director of Policy & Advocacy, the Campaign Manager formulates and runs marketing plans and strategies in line with WPL's goal of transforming national and global policies, advocacy programmes, practices and budgets in order to advance women's leadership, equality and rights with proficiency in website administration and paid advertising campaigns.

The ideal candidate must have strong practical experience in campaign management gained through managing complex transformational initiatives. The successful candidate will work in partnership with the organisation's community & partners teams to create strategic campaigns.

For the purposes of clarification, the job entails community activities for the communities of WPL, the Reykjavik Global Forum, and the #Girl2Leader initiatives. More information can be found at <https://www.womenpoliticalleaders.org/>, <https://reykjavikforum.global>, and <https://girl2leader.org>.

Responsibilities

- Create and manage multifaceted and compelling campaigns, to enhance selected target groups' awareness of and involvement in the issue of women's leadership and help increase the number of women in politics.
- Develop and implement global/regional/national strategies and operational plans for rolling out and sustaining the campaign.
- Ensure strategic and effective communications and advocacy for the campaign with a focus on achieving the following results.
- Create campaign production schedules, monitor activity and notify stakeholders of relevant outcomes, fluctuations, and plans.
- Supervise the implementation of a communications strategy for the campaign.
- Collaborate with stakeholder and partners in the design and implementation of the campaign.
- Participate in the selection process for, and subsequently manage day-to-day relationships with external agency partner(s).
- Ensure that the organisation's brand and identity is adhered to in campaigns and in all communication channels.
- Brief and oversee the work of internal and external agencies, such as designers, animators and printers, who will deliver much of the campaign activity.
- Ensure the development of different campaign formats (digital, direct mail, TV and broadcast, to print or others).
- Ensure growth of the organisation's digital platforms, reach and following.
- Work within a budget and report any overspend.
- Write, edit and proofread copy for promotional materials within marketing campaigns.
- Coherence among key stakeholders implementing the campaign
- Ensure accuracy of marketing materials and provide formal sign off if necessary.
- Manage the financial resources related to the campaign budget.
- Prepare and disseminate regular summary reporting for senior management
- Manage the procedure, implementation, tracking and measurement of marketing campaigns.
- Analyse campaign performance and improve results in line with the mission and the content strategy of the organisation.
- Deliver regular reports of campaign results, including web analysis

and evaluation of KPIs.

- Maintain regular measurement of the ROI of campaigns.
- Keep abreast of current trends in campaigns and marketing.

Qualifications / Skills

- Ability to guide teams and establish parameters for monitoring the success of the initiatives.
- Experience in developing different campaign formats.
- Experience in overseeing a variety of projects.
- Communication skills: Excellent writing and speaking skills.
- Ability to manage relationships with agencies and third parties.
- Project management skills: As a campaign manager you will have Experience in managing budget.
- Ability to leverage various digital platforms in delivering best campaign outcomes.
- A keen eye for detail and possess numerical skills.

Education and Experience Requirements

- Bachelor's degree in an appropriate field of study to the mission of WPL
- 3-plus years of conference/programme planner or related experience
- Demonstrated experience with the organisation of different kind of conferences
- Experience working in a high-volume, fast-paced environment
- Bachelor's degree in communication, digital marketing or related fields

Physical presence in Brussels or Iceland is not required.

Successful candidates are not WPL employees, they have an independent status.

How to Apply

Candidates should send an email entitled Campaign Manager Application to recruitment@wpleaders.org with a CV and letter of motivation (each no more than one page of A4). Please indicate your earliest availability to start.

Only pre-selected candidates will be contacted.



Personal data processing

The personal information entered on the application forms is recorded in a computerised file. WPL will only process or use your data to the extent necessary for our recruitment.

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