



**Role:** Campaign Manager, 30% Club, Global

**Working pattern:** 3 days per week (agile working)

**Location:** Remote with occasional travel

The 30% Club is searching for a dedicated Campaign Manager to ensure the continued growth of the campaign around the world. The Manager will report directly to the Global Chair and will work with the Global Office Consultant to support the Advisory Group, the Steering Group, Chapter Leads and Communities as well as strategic partners. The cornerstone of all organisational and communications activity, the ideal candidate is highly self-motivated, professional and capable of prioritising work in the fast-paced, complex environment that characterises the campaign's vision for growth, development and measurable impact globally. This is an exciting opportunity to join a purposeful organisation committed to gender equality and gender balance.

### Your Role

As the central point of contact for key stakeholders and campaign activities, the Manager ensures the smooth day-to-day running of the global campaign. Supporting the 30% Club's Global Chair, the Manager's responsibilities are broad and varied and include overseeing the work of/delegating tasks to the Campaign Co-Ordinator who supports both the Global and UK Campaigns.

### Responsibilities:

#### Chapter growth & business development:

- Work with the Global Office Consultant to research and (with support from the Campaign Co-Ordinator) oversee the organisation of Chair/CEO engagement sessions (agenda, invitations, logistics and follow up).
- Research options for Global Strategic Partnerships – develop proposals, manage commercial relationships, align with principles of operations and maintain oversight of agreed deliverables.
- Support the Strategy Group in the identification and development of new Chapter proposals.
- Work with the Global Office Consultant to identify areas of thought leadership and embed within the messaging house for Global Chair.

#### Chapter governance:

- Act as Secretary to Global Strategy Group – working with Chair and Co-Ordinator to agree agenda, meeting logistics and follow on action plans.
- Oversee implementation and maintenance of Principles of Operation across all Chapters, identifying any potential challenges or opportunities and raising with the Global Chair as required.
- Oversee induction of new Chapters in partnership with the relevant Global Steering Group member.
- Triage ideas and issues from Regional Communities/Chapters for wider operation/resolution.
- Lead on key event management eg bi-annual Chapter Conference (commencing 2025).

#### Marketing and Communications:

- Crafting the messaging house for Global Chair, with support from the Campaign Consultant, and update regularly based on global/regional market trends; includes social media, blog posts, speeches, panel preparation and media interview preparation.
- Work with global PR partner (to be appointed) to identify opportunities.
- Develop and maintain a calendar of events for Global Chair to promote the campaign, improve visibility and widen access.
- Proactively manage global social media content.



**What we are looking for:**

A proactive, hands-on leader, the role requires strong organisational and planning skills; stakeholder management experience, especially within a cross-cultural environment likely acquired by working in a complex, global, matrix organisation at a senior level; excellent written and oral communication skills, and experience of delegating and motivating others. The ability to multi-task, keep calm under pressure, to problem solve, have a critical mind, and be detail oriented are all useful attributes. You will be well versed in Microsoft Office, competent in Excel and have strong analytical skills.

This role would suit an experienced professional looking for greater flexibility in their working hours and the opportunity to drive a values based/purpose driven business campaign.

To apply, please email David Barrie at [david.barrie@bnymellon.com](mailto:david.barrie@bnymellon.com) with your CV and cover letter.