Director of Campaigns & Advocacy

JOB DESCRIPTION

Contract: Permanent

Hours: Full time 37.5 hours (open to 0.8 FTE / 4 days / 30 hours per week)

Location: London / Hybrid or Remote.

Salary: £70,700 FTE gross per annum. Team members on London / Hybrid contracts that come into the London office 2+ days per week receive an additional office allowance of £2,000 per annum pro rated

Reporting to: CEO

Line Management: Head of Policy & Research, Head of Digital Communications, Senior Campaigns Manager

Please note: Owing to the nature of this role, any offer of employment with Bite Back will be subject to a satisfactory enhanced DBS check (and PVG registration). Candidates must have the right to work in the UK.

Want to work in a vibrant, dynamic and youth driven organisation that is protecting children's health by transforming the food system?

Be part of the creative, agile and growing team empowering Bite Back's exceptional teenage activists. Join us as our Director of Campaigns & Advocacy and make a real difference to our mission to help make the food system healthier and fairer.

At Bite Back, we are committed to ensuring our staff is representative of the diverse world around us and therefore we encourage candidates with a range of lived and professional experiences to apply. We particularly welcome applications from people of colour, LGBTQ+ people and disabled people. We will use positive action under the Equality Act 2010 to appoint from these underrepresented groups if two candidates are equally qualified.

PURPOSE OF THE ROLE

The Director of Campaigns & Advocacy will lead Bite Back's systems-change engine: turning young people's lived experience and rigorous evidence into bold public campaigns, a powerful digital movement, political pressure and lasting changes to the food system. Their job is to shift the public narrative, challenge corporate power and secure ambitious policy wins that put children's health first across England and Scotland.

They will own the strategy, people, budgets and delivery of our Campaigns, Digital Communications, Policy & Research, Public Affairs, and Media & Press functions. From cutting-edge research to culture-shifting storytelling, from online organising to Westminster, Holyrood and local authority influencing, they will build a connected, creative and politically sharp operation that knows how to turn public attention into action and action into change.

This Director has the freedom and authority to shape and run these specialist strategies within Bite Back's agreed organisational priorities and resources. Working closely with the Director of Youth Mobilisation, they will ensure our campaigns are driven by young people and strengthened by

insights, activism and wins from schools and communities. Working with the Deputy CEO, they will align plans, resources and impact with the wider organisation, without adding layers of approval over creative, political or day-to-day decisions. The measure of success is not simply reach or noise: it is changing minds, shifting power and winning change.

RESPONSIBILITIES

The Director of Campaigns & Advocacy will be accountable for:

Overall

- Setting and delivering an ambitious, youth-centred systems-change strategy spanning research, policy, campaigns, digital communications, media and public affairs, with clear routes to political and corporate change.
- Leading and line managing the senior leads across these specialist functions, giving them the direction, support and autonomy to do exceptional work; own directorate priorities, people, budgets and delivery decisions.
- Building one integrated campaigning operation that connects evidence, public narrative, mobilisation and political influencing, while reflecting the distinct political and policy contexts of England and Scotland.
- Contributing actively to organisational leadership and the annual Business Plan, working with the Deputy CEO on shared priorities, capacity, cross-team dependencies and performance while ensuring ownership of directorate strategy and execution.
- As needed, representing Bite Back externally, aligning partners, and coordinating coalition activities, including partnerships like the Obesity Health Alliance, School Food Review and School Food Project
- As a member of the Leadership Team, playing a supporting role in contributing to proposal development and supporting overall fundraising efforts.

Policy, Research & Public Affairs

- Setting the Policy & Research agenda, grounded in young people's experience and strong evidence, to expose systemic failures, advance credible solutions and give Bite Back authority in public debate.
- Direct the Head of Policy & Research's work identifying policy areas Bite Back should prioritise and where the windows are for legislative change in England and Scotland. Work closely with the Deputy CEO to identify how Bite Back is best positioned to capitalise on these opportunities, whether through traditional campaigning, grassroots youth insights and evidence collection, media engagement or another one of our organisational capabilities.
- Setting Bite Back's public affairs and advocacy agenda across Westminster, Holyrood and local government, understanding how decisions are made, when opportunities open and what shifts those with power.
- Building and maintaining relationships across political parties, governments, Parliament, devolved institutions, councils, civil servants and influential organisations, coordinating major senior-level opportunities with the CEO.
- Translating research into politically persuasive demands, compelling briefings and high-impact interventions, connecting public mobilisation and direct advocacy to specific policy objectives.
- Working with the Director of Youth Mobilisation on place-based insights and activity, while leading the political strategy that turns local authority opportunities and wins into wider policy momentum across England and Scotland.
- Building and leading influential coalitions, strategic partnerships and cross-movement alliances that broaden support for food justice and strengthen our independent campaigning voice.

Campaigns

- Leading the creative direction and delivery of fearless, strategic campaigns that expose food injustice, challenge vested interests and win changes in policy, practice and corporate behaviour.
- Developing compelling, youth-led campaign story arcs with clear demands, decision-maker targets, escalation strategies, public mobilisation and measurable pathways to success.
- Building Bite Back's ability to respond quickly to political and cultural moments, combining rapid, sharp public-facing campaigning with sustained long-term pressure for change.
- Developing innovative corporate accountability tactics, including strategic litigation partnerships and other creative routes to hold powerful actors to account.
- Using wins, setbacks and evidence from schools and local communities as campaign assets, helping promising local approaches build pressure for wider change.
- Responsible for efficient, safe, and high impact campaign delivery in Scotland.

Digital Communications, Narrative Change & Media

- Building a bold, culturally relevant, multi-channel digital campaigning operation that reaches Gen Z and Gen Alpha young people and their ABC1 Parents , sparking conversation and turning followers into an active movement for food-system change.
- Owning the creative and strategic direction of campaigning communications, social media, online mobilisation, the website and digital supporter journeys, connecting attention to meaningful action and influence.
- Leading an always-on narrative-change approach, combining youth storytelling, sharp research, inventive formats, creators, rapid-response content and big campaign moments to reshape what the public expects from the food system, working closely with the Brand & Narrative team ensuring they are well integrated across all Digital Communications plans
- Support the Head of Communications to develop a proactive media strategy and press office that enables young people's voices and strong evidence to cut through in public debate and reach decision makers. Ensure media resources are deployed for maximum impact and opportunities are effectively prioritised.
- Forging connections with allied youth, climate, social, racial and mental health justice movements, bringing new audiences and cultural energy into the food justice movement.
- Working in close partnership with Brand & Narrative, which reports to the Deputy CEO, to keep Bite Back unmistakably Bite Back; retaining ownership of campaign messaging, creative execution and media decisions within agreed brand principles.

Youth Power, Integration & Impact

- Co-designing advocacy and campaigning opportunities with young people, ensuring their priorities, lived experience and leadership shape both what we fight for and how we fight.
- Agreeing forward campaign plans and fast-turnaround activation needs with the Director of Youth Mobilisation, who owns youth relationships, preparation, safeguarding and participation; ensuring young people are partners in campaigning, not simply spokespeople.
- Partnering with the Designated Safeguarding Lead (DSL) and youth teams to embed robust youth protection, digital consent, and safeguarding protocols across all high profile campaign actions, media appearances, and public-facing activations.
- Working with programmes and youth colleagues to turn school food insights, Shape Your Streets campaigns, local authority progress and youth action into research questions, compelling stories, evidence and national influence.
- Owning directorate outcomes and evidence of impact, working with the Impact & Evaluation Manager and Deputy CEO to track narrative change, supporter action, political influence and policy wins against the Impact Framework.
- Sharing upcoming opportunities, lessons, risks and resource requirements early, helping the wider organisation move as one while keeping specialist campaigning decisions where they belong.

SKILLS AND EXPERIENCE

We will be looking for applications that demonstrate experience in at least some of these areas, and evidence of capacity to build skills in others. Please don't be put off applying for one of our jobs because you can't demonstrate every skill. If you're passionate about our mission and bring the core experience we need, we would love to hear from you.

The ideal candidate would have the following experience and qualities:

- Significant leadership experience building and delivering campaigning, advocacy or political-influencing strategies that achieve tangible policy, corporate or systems-change outcomes.
- Deep political judgement and cross party networks with a strong understanding of how power works in Westminster, with the ability to influence effectively in Holyrood and local government across England and Scotland.
- A track record of turning research, public insight and lived experience into sharp campaign demands, credible policy solutions and politically effective action.
- Excellent command of digital campaigning, social media, emerging youth culture and online organising, with an instinct for what builds a movement rather than just an audience.
- Strong communications and media expertise, including persuasive public narratives, proactive and reactive press work, confident spokesperson preparation and first-rate writing.
- Experience managing several specialist teams and senior colleagues, with the confidence to make decisions, manage budgets, set priorities and give people genuine freedom to excel.
- Ability to combine creative risk-taking with evidence, political discipline, judgement and sound management of reputational and organisational risks.
- A record of building coalitions and partnerships across sectors and political perspectives, and an understanding of corporate influence and accountability approaches.
- Experience partnering with youth-led, grassroots or place-based initiatives and a commitment to safe, meaningful youth participation rather than tokenistic engagement.
- Strong planning and evaluation instincts, with the ability to demonstrate how campaigning activity contributes to changing narratives, political choices and real-world outcomes.
- A passion for our mission and a commitment to our values: Fresh, Resilient, Respectful, Energetic, Real alongside a deep commitment to youth power, diversity, equity, inclusion, and belonging (DEIB)

You will be able to show the following qualities:

- A bold and open mind: you challenge comfortable assumptions and think differently about how change happens.
- Political instinct and a level head: you know when to provoke, when to persuade and when to move fast.
- A sense of humour: you know fierce campaigning and an enjoyable workplace can coexist.
- Generous leadership: you trust specialists, grow talent and share credit across teams.
- Creativity: you find surprising ways to make complex issues impossible to ignore.
- Resilience: a setback will not set you back.

WORKING ARRANGEMENTS, TRAVEL & BENEFITS

Location & Working Rhythms
Office-based colleagues are expected to be in our London HQ at least two days per week. Remote

colleagues are occasionally required to travel to our London HQ for team days, in addition to some in-person Leadership Team meetings (travel expenses paid).

Travel & External Representation
There are travel and representational requirements associated with this role to support internal governance, team cohesion, and external advocacy across the UK. While not exhaustive, expectations include driving in-person engagement at London team days and executive sessions (LT/ELT), alongside representing Bite Back at high-level political forums, party conferences, Holyrood and Westminster sessions, media appearances, funder meetings, and major youth campaign activations (including overnight stays)

Benefits Package
- 30 days annual leave + public holidays
- Strong wellbeing culture with "End of Year Shutdown" and "August Half-Day Fridays"
- Flexible & hybrid working environment
- Enhanced sick pay & enhanced parental policies
- 5% employer pension contribution
- Cycle to Work Scheme

How to apply

Please apply with a CV and a statement answering the following five questions:

1. Drawing on your leadership experience, tell us about a major campaigning or advocacy strategy you designed and delivered that achieved tangible policy, corporate, or systems-change outcomes. How did you integrate research, public insight, and lived experience into your demands? (400 words)

2. This role requires navigating complex political landscapes across Westminster, Holyrood, and local government. Can you share an example of how you used your political judgment and networks to influence decision-makers and build cross-party or cross-sector support for a contentious or ambitious cause? (300 words)

3. Bite Back's mission relies on empowering youth activists and driving culture-shifting digital campaigns. How have you leveraged digital campaigning, emerging youth culture, or narrative change to turn online attention into an active movement rather than just an audience? (300 words)

4. Bite Back relies on powerful coalitions, strategic partnerships, and cross-movement alliances across the health, climate, and social justice sectors. Can you share an example of how you built and led a successful coalition or partnership to advance a complex advocacy goal? How did you align diverse stakeholders and navigate competing priorities? (300 words)

5. A core requirement of this role is ensuring young people's lived experience and leadership shape both what we fight for and how we fight, in close partnership with youth teams and the Designated Safeguarding Lead. Can you describe how you have embedded authentic participatory practices and robust safeguarding or consent protocols into high-profile campaigns, particularly when working with young people or other vulnerable groups with specific safeguarding considerations? (300 words)

Timelines

This role is being recruited on a rolling basis with an initial deadline of midnight Sunday 29th November 2026 with shortlisting being done on an on-going basis. If we are unable to appoint a candidate by mid-December, we will keep recruitment open through January 2027.

- **Applications close:** Midnight Sunday 29th November 2026
- **First stage interviews (via Google Meet):** Thursday 3rd and Friday 4th December 2026
- **Second interviews (in-person, London, Fivefields office)**: Friday 11th December 2026

If you are in receipt of means tested benefits and cost is a barrier to attending a London based interview, please let us know and we can help with booking your travel.

We will share the themes of our interview questions in advance as part of our commitment to being as inclusive and fair as possible. This gives everyone the same opportunity to understand the topics we will cover and to feel confident in the conversation. Please let us know if you require any additional support or reasonable adjustments for the application, or interviews. We really want our process to be as accessible as possible.

If you have any questions about the role or the application process, do contact us on recruitment@biteback2030.com and we'll be happy to help. Please don't send your application to this address. We will only accept applications submitted via the charityjob website. Applications will be handled in line with our Recruitment Privacy Policy.

A note on AI and your application

At Bite Back, we want to hear from you; your authentic voice, your lived experience, and what drives you to fight for a fairer food system. We recognise that AI tools can be helpful when crafting a job application, whether that's structuring your thoughts, checking your spelling, or refining draft text. However, if you rely too heavily on AI, you risk losing what makes your application stand out. AI tends to generate generic responses that look and sound like everyone else's, obscuring from us the unique perspectives and values you could bring to the role. We want to get to know the real human behind the application. To match that commitment on our side our hiring team does not use AI to review applications, shortlist candidates, or make any hiring decisions.

We are a team of actual humans reading your application with care. Give us the chance to hear your genuine story, your values, and your true voice!