

An aerial photograph of a city street featuring a prominent zebra crossing with white diagonal stripes. Several pedestrians are captured in motion, crossing the street. Long, dark shadows are cast across the pavement, indicating a low sun position. A large, solid pink rectangle is positioned in the upper-left corner, containing the text 'Economic Change Unit' in white.

Economic Change Unit

Recruitment Pack 2026
Campaigns Lead

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Closing date:

9am, Thursday 17th September, 2026

**For questions on the recruitment process or to
arrange an informal discussion about the role:**

recruitment@econchange.org

Thank you for your interest in the Economic Change Unit.

Contract information

Contract type	Permanent
Hours	Full time (our standard working week is 32 hours)
Salary	£49,804 per year with an 8% non contributory pension of qualifying earnings
Location	Hybrid , but must work from ECU's office in Vauxhall, London, at least twice a month and be prepared to attend meetings in London.
Reports to	Head of Campaigns
Start date	January 2027

About you

We are looking for a skilled and passionate campaigner with experience of making an impact through high-profile campaigns. Your personal experience of poverty or economic marginalisation will enable you to have a grounded understanding of the challenges faced by the communities we serve and the ability to build trust with those communities.

Each day in this role may look a little different. Most of your time will be focussed on planning and delivering high-impact interventions to advance the goals of our campaigns. This means engaging with politicians, people living at the sharpest end of the cost of living crisis, civil society partners and the media - sometimes all in one day, so the successful candidate will need to be capable of keeping multiple plates spinning at once.

You should be a strong relationship builder, capable of bringing people together and mobilising to work towards shared goals. You will be adept at forging consensus and inspiring action among a large and diverse group of coalition partners, including grassroots campaigners and people with lived experience of the cost of living crisis, as well as professional partners.

The successful applicant will be a skilled and creative communicator across multiple channels and audiences, and should have experience producing engaging video content for social media. You should also have strong writing skills, including experience drafting briefings for parliamentarians and press releases for the media.

You do not need to be an economic policy specialist, but you do need to understand and be able to communicate the need for transformative economic change to address the cost of living crisis at the roots. You should be able to hold discussions on complex topics with a wide range of people, including politicians, policy experts and the public, and be able to connect our solutions to people's everyday experience of the economy. You will share a deep commitment to our [purpose and values](#), and vision of a world where everyone has the freedom and security to live a good life.

About the role

This is a new role at ECU, being recruited as part of a wider programme of work to deepen the relationships between national organisations working on economic systems change and grassroots campaigners. The Campaigns Lead will work closely with the Head of Campaigns on driving forward our high-impact campaigns for economic systems change.

For at least the first year, the Campaigns Lead will be working primarily on our coalition campaign on the cost of living crisis, [Cost of Living Action](#). The campaign, which is currently made up of over 40 organisations from across civil society, unions and grassroots groups, aims to end the cost of living crisis and put in place solutions to prevent it from ever happening again. It focuses on our policy demands in five areas that drive the cost of living crisis: wages, social security, energy, housing and taxation. The campaign positions itself as the civil society coalition focused on the cost of living as a whole, and that solutions to it must be addressed that way. The campaign relaunched in early 2026 and has a vital role to play in putting media and political pressure on the government to take action.

We also work closely with those most impacted by the crisis and aim to centre the voices of those with lived experience of economic hardship in all that we do. This role will shape and drive forward a programme of impactful communications, advocacy and other campaigning activities under the rebooted campaign to secure transformative changes that bring real improvement to people's lives. There is ample opportunity to engage politically in this role, increasing as you develop in the position.

Job Description

Key Responsibilities

Campaigning

- Devise and deliver creative, impactful interventions that advance campaign goals, such as MP advocacy, creating engaging social media content and mobilising campaign partners and members of the public .
- By maintaining up to date knowledge of relevant political debates and development, economic policy, and public insights, you will ensure that the campaign policy positions and tactics are evidence based and timely.
- Provide peer support and advice to other ECU colleagues, and to campaign leads in our new economy and coalition partners in relation to the campaigns and they are leading on.

Communications

- Produce engaging digital and video content across multiple channels and audiences on a daily basis.
- Write and edit high quality campaign copy, adapted for different audiences, including social media, MP and journalist briefings, press releases and web copy.
- Represent ECU campaigns and coalitions in the media, and at external events

Relationship-building & Stakeholder Management

- Build a network of engaged key allies and partners by connecting with stakeholders across government, Westminster, business, trade unions, the media, academia and civil society, to strengthen our coalition of key campaign allies and partners.
- Maintain strong relationships across the broad range of our coalition, helping to energise, organise and mobilise.
- Build relationships with grassroots campaigners from around the country and people with lived experience of the cost of living crisis, with an understanding of power dynamics and how to build a long-term, sustainable and equitable relationship.

Organisation

- Build strong cross-team relationships, keeping colleagues informed of key campaign developments and consulting them appropriately on relevant decisions.
- Contribute to organisational planning and strategy development.

General

- Actively support anti-oppression, equity, diversity and inclusion within the organisation and embed this approach in our work
- Work out of hours and undertake occasional domestic and overseas work trips as required to effectively perform the role, with flexibility depending on your circumstances.
- Undertake any other reasonable duties as may be required.

Person Specification

Essential Attributes, Skills & Experience

1. Experience in energising, organising and mobilising diverse groups of supporters, including civil society organisations, grassroots campaigners and people with lived experience of the cost of living crisis.
2. Experience of working on (a) high-impact campaign(s) in a UK NGO, charitable or trade union context, or in an equivalent UK campaigning environment.
3. Personal experience of poverty or economic marginalisation, enabling a grounded understanding of the challenges faced by the communities we serve and the ability to build trust with those communities.
4. Ability to write and edit high quality persuasive written materials, and an understanding of how to adapt these for different audiences, e.g. social media, MP and journalist briefings, press releases and web copy
5. A track record of producing engaging digital and / or video content across multiple channels and audiences.
6. An expertise in navigating power structures and leveraging strategic pressure to create the necessary space for legislative and policy shifts.
7. Very strong interpersonal and listening skills, with the ability to build trust and collaborative relationships with people from different backgrounds and at all levels of seniority, and engage constructively in broad and diverse coalitions.
8. Excellent planning, organisational and project delivery skills, with the ability to manage and prioritise a complex workload, work independently and take initiative, meet tight deadlines, and demonstrate excellent judgement under pressure.
9. Commitment to ECU's [values](#) and [vision](#).

We encourage anyone who meets these criteria to apply. If you are unsure about whether you meet the criteria, please get in touch with any questions - we are keen to hear from as wide and diverse a set of candidates as possible (recruitment@econchange.org).

While it will be advantageous to have specific experience of working on economics or of line management, it is by no means essential, and we would be happy to support candidates without these experiences to get up-to-speed in the role.

Benefits

Working Hours

We follow a **shorter working week**, with a 32-hour standard working week. All full-time members of staff currently work an 8-hour day Monday-Thursday, but there is flexibility around this.

Time

Our flexitime policy allows employees to choose, within certain limits, when to begin and end work. Employees should be available for meetings during the core business hours of 9.30-12 in the morning and 2-4pm. Employees are free to complete their remaining hours when they choose.

Inflation & Salary Progression

We implement an annual cost of living increase as standard unless there are significant affordability concerns due to organisational funding constraints.

Pension

Our nominated pension provider is **Nest** and we contribute up to 8% of your qualifying earnings (regardless of employee contribution).

Annual Leave

We offer 21 days holiday per year (pro rata for part time), plus bank holidays and an additional period of paid leave in between Christmas and New Year (usually 3 days).

Training

All staff have an annual learning and development allowance (currently £1k per year) for investment in work-related training and development. We also offer an ongoing programme of team-wide training.

Wellbeing

We provide a **contribution** to some health and dental treatments and access wellbeing therapies.

Family leave

Our generous policy offers staff up to 14 weeks paid leave in addition to statutory provision (for employees who are pregnant and also partners of pregnant employees).

Location

All staff are required to work from the office at least twice a month and we encourage everyone to come in to strengthen cross-team relationships and collaboration, and be prepared to attend meetings in London up to 2 days per week. Staff can request other flexible working arrangements, e.g. term-time working or temporary changes in location.

How to apply

To apply please [use this link](#) by: **9am, Thursday 17th September**

You will be asked to:

- Create an application ID - your initials and two numbers e.g. AA54
- Upload responses to the following questions (all 500 words max)
 - Please tell us about how your skills and experience make you a strong candidate for this role.
 - Tell us about a time you worked on an impactful campaign. What change did you bring about, how did you go about it, what was difficult, and what did you learn?
 - What does economic injustice and marginalisation mean to you, and how have your experiences - lived or professional - shaped the way you approach this work? We don't expect you to share details of your personal story, but we're interested in what drives you to work on these issues.
- Upload a copy of your CV (max 2 pages saved as a PDF with your application ID as the file name). Please remove all references to your name (including your email and social media handles). Please note, if you do not follow these instructions we may not be able to review your CV.
- Respond to the declaration questions.
- Confirm you have, or will have, permission to work in the UK before starting in this role in January 2027. We cannot sponsor visas so if you do not have permission, we cannot accept your application.

Once you have submitted your application you will be sent a link to our diversity monitoring survey. We use this data to ensure we meet our shortlisting targets.

We know AI can be very helpful for job applications. Producing well written text is essential for this role, therefore we ask that you limit your use of it to refining text rather than production.

If you have any questions about the application process, or if you require adjustments to assist your application, please email: recruitment@econchange.org as soon as possible.

Interview information

The closing date for applications is: **9am, Thursday 17th September**

First interviews will likely take place on **Wednesday 7th October**. These will be online, using Zoom. To help you prepare, we will send you the interview questions before your interview. You will be asked to complete an hour-long written task in the days before your interview. You do not need to prepare for this.

We expect second interviews to take place on **Monday 20th October**. These will be held in person in central London. We will share instructions for a prepared task when candidates are invited to interview along with the interview questions. If you reach this stage, you will be able to claim an honorarium of £150 for your preparation time.

We assess applications based on the criteria in the person specification above. Long listing may include use of AI screening tools which assess applications based on semantic matching. During shortlisting, our team assess responses to the application questions anonymously. If you are not invited for an interview, this means your application did not score sufficiently highly.

Due to the volume of applications we usually receive, we regret that we are unable to offer feedback at the initial application stage. We will offer feedback to all candidates who attend an interview.

If you are offered the role, we will conduct a due diligence process and ask for two references (including your most recent employer).

About ECU

Founded in 2018, the Economic Change Unit is a small, agile, people-centred non-profit organisation focused on convening and campaigning for economic systems change. Our vision is of **a fair, sustainable and resilient economy where everyone has the freedom and security to live a good life.**

We believe that the UK's economic model is profoundly unjust and unsustainable. It drives a complex web of intersecting economic, environmental, social and political harms, including poverty, inequality, ecosystem destruction, climate change, social polarisation and the weakening of our democratic institutions.

This model is hurting people and communities here in the UK and also many people and communities across the global South. This is because of the UK's colonial history, and the role of our government in preserving an international system which enables the ongoing exploitation of, and extraction of wealth from, countries across Africa, Asia and Latin America.

Our mission is to accelerate the transformation of the UK economy by:

- Building support for 'new economy' ideas in politics and society to ensure economic policy rises to the scale and urgency of modern social and environmental challenges.
- Growing the power and impact of the movement of progressive think tanks, campaigners, academics and others who share our goal of economic systems change.

Our strategic aims for the period 2022-2026 are:

1. **Change-making:** Deliver impactful influencing activities to increase support for, and adoption of, new economy proposals by political decision-makers.
2. **Movement Power & Effectiveness:** Build the breadth, strategic alignment, connections and effectiveness of the new economy movement and its accountability to directly affected people.
3. **Movement Allies & Resources:** Grow the new economy movement's network of influential allies, and help secure a sustained, major increase in movement funding.
4. **ECU Effectiveness:** Ensure ECU has the people, skills, resources, policies and infrastructure needed to deliver this strategy with maximum effectiveness and impact, and in full alignment with our values.

Our Values

The core values which guide us are:

Humility: To be most effective, we believe we need to be brave, humble, patient, and low ego. This means constantly reflecting, seeking feedback, and not being afraid to fail.

Solidarity: Our commitment to fairness is a proactive one – meaning we will work in an ongoing way to challenge injustice and to dismantle systems of oppression.

Kindness: We are committed to assuming best intentions, treating everyone with kindness and care, and working to build understanding and bridges across differences.

Collaboration: We believe we will only win the change we seek if we build broad-based, powerful alliances with people from a wide variety of backgrounds and perspectives.

We aim to fully embody these values in our individual behaviours, our team culture, our organisational activities, and our ways of working with external stakeholders.

People, Culture & Structure

We currently have seven members of staff (6.6 full-time equivalent). Our aspiration is to grow to around 10-12 people. We value agility and cross-team relationships and collaboration, so we don't plan to grow much bigger than that.

This is a really exciting time to join, as we move from a focus on clarifying our role, strengthening our foundations and building out our priority programmes, to driving forward these programmes and delivering impactful real-world change.

We aspire to a highly inclusive, caring, and supportive organisational culture with an emphasis on sustainability, wellbeing and learning, and supporting staff to thrive and grow in their roles. We also have a big focus on participation, ensuring that wherever possible team members have a voice in decisions that affect them and their work.

We are governed by a board of Directors who are responsible for setting the overall organisational strategy and budget, ensuring the management and mitigation of risks, and carrying out their legal duties as company directors.

Equity, Diversity & Inclusion

We are committed to becoming a more inclusive workplace with a diverse staff body. We believe this is essential to our effectiveness as an organisation and our ability to fulfil our mission.

We recognise that people face systemic oppression based on factors including their gender, class background, ethnicity, sexual orientation, age and disability.

We know that people with certain backgrounds and characteristics are underrepresented in our team and in the wider new economy movement, and we're committed to doing what we can to address this. We are committed to working proactively to dismantle these systems of oppression and ensure equal opportunities for everyone, regardless of their background.

We would particularly like to encourage applications from the following groups who are currently underrepresented in our sector: people of colour, people from working class backgrounds/have experience of economic marginalisation or poverty, and or people who are disabled. For this role we are reserving at least $\frac{1}{3}$ of interview slots for people from these backgrounds.

If you would prefer, you can record your responses to the application questions as voice notes, transcribe the recording, and then upload that file.

- To do this on an iphone go to voice notes. Record your response then click on the three dots and choose "view transcript".
- For android please use the google keep notes app and choose "add audio note"

Your application answers will be scored using the following system: 5 - Excellent; 4 - Good; 3 - Acceptable; 2 - Poor; 1 - Very poor; 0 - Didn't answer the question. To access the reserved slots candidates must attain a minimum score of '3 - Acceptable' for all three answers to the initial application questions. We are open to assisting with childcare or other duties that may prevent candidates from attending an interview.

Please note that we conduct anonymous shortlisting (with CVs and responses to questions anonymised). This means we ask applicants to create an application ID (your initials and two numbers) to use instead of your name. Please see '[How to Apply](#)'.

Our Track Record

Despite being a relatively young organisation, we have already established a strong track record of impact through our programmes. Key achievements include:

- **Through our [Invest in Britain](#) campaign**, playing a key role in securing reform of the UK's fiscal framework and an extra £100bn of public sector investment announced at the 2024 Budget, including billions more injected into public services and green infrastructure.
- **Bringing together the [Stop the Squeeze](#) campaign**, a coalition of 56 civil society organisations from across the new economy, climate and poverty sectors and delivering an ongoing series of impactful campaign interventions which have helped keep the cost of living crisis high on the political agenda, e.g. this impactful piece of [public opinion work](#) on the importance of the cost of living to voters.
- **Growing understanding of 'new economy' ideas and analysis through [New Economy Brief](#) (NEB)**, our weekly economics email digest which disseminates high-quality and timely economic policy analysis to an audience of political influencers and decision-makers, including Parliamentarians and their staff, and mainstream media journalists.
- **Helping secure the Government's 2022 'Energy Price Guarantee' scheme** by commissioning [research](#) to strengthen the policy case and undertaking advocacy and communications to build awareness of it. The resultant decision by the UK government in September 2022 to freeze the energy price cap applied to 29 million households, and the government estimated that it saved the typical household £1500.
- **Launching a funded anti-oppression learning journey** for the leaders of UK civil society organisations focused on ideas, policy and influencing for economic systems change, to support these organisations to strengthen their diversity, representation and anti-oppressive practise, in order to increase their impact.
- **Strengthening diversity and representation in the new economy movement**, by providing fundraising support to various small, volunteer-led new economy organisations led by people from marginalised groups, enabling them to employ staff, build their foundations and deliver activities.

Our Funding & Finance

We are a not-for-profit company and receive all of our funding from charitable and philanthropic trusts and foundations, largely in the form of 1-3 year grants. All of our current funders are listed on our website. Like most small campaigning organisations, our secure financial pipeline usually extends approximately 12 months into the future. It is a strategic priority to grow and diversify our funding base, and to extend the secure funding horizon.

Funding from The National Lottery Community Fund is supporting this work.



How to get in touch

If you have any questions about the application process, if you require adjustments to assist your application, or if you would like to arrange an informal discussion about the role please email recruitment@econchange.org as soon as possible.

Economic Change Unit is a trading name of Strategy and Communications Group Limited, 20-22 Wenlock Road, London N1 7GU. Company no. 11566573 (England and Wales).