

Job Application Pack

Humanists UK Assisted Dying Campaigner/My Death, My Decision Campaigns and Communications Manager

Deadline for Applications: 21:00 on Sunday 28 November

Role type: Full-time position, permanent after a three-month probation period.

Location: Humanists UK offices, London EC1, with the possibility for remote working several days a week.¹

Reports to: Public Affairs Manager at Humanists UK and Chair of My Death, My Decision.

Salary will be in a range between £28,000 – £32,000 depending on experience

Other benefits: interest free bicycle or season ticket loan; 6% matched pension contributions; BUPA Annual health screening; 25 days annual leave, birthday leave; Health Assured online wellbeing access; enhanced maternity pay.

As part of our ongoing commitment to diversity and inclusion, for this post we would particularly welcome applications from women and people from ethnic minority backgrounds.

¹ Currently, Humanists UK staff are generally working remotely due to the pandemic, and this will continue to be the case until at least the end of December. It has not yet been decided if this will be extended. Staff are able to work in our offices but this is not required.

We are yet to decide our office working policy after the pandemic. This role does require some London working, so we are looking to hire someone who can be based in London at least several days a week. But there may be some possible remote working several days a week.

Humanists UK Assisted Dying Campaigner/My Death, My Decision Campaigns and Communications Manager role

Thank you for downloading this pack. This position is a shared role between two organisations, namely Humanists UK, who will be the employer, and My Death, My Decision (MDMD), to whom the employee will be seconded and work for the majority of the time.

Is this the right position for you?

You'll have excellent organisational and administration skills, including the ability to work to often very tight 'same-day' deadlines. You'll be able to work effectively as part of a team and to take the initiative.

If this sounds like you, complete the application form, detailing how you match the person specification on page 7. CV's and cover letters are not accepted.

Completed forms should be returned electronically by email with the subject 'Assisted dying role' to hr@humanism.org.uk by **21:00 on Sunday 28 November**.

Shortlisting and interviews

Candidates short-listed for interview will be notified by Wednesday 1 December. Interviews for shortlisted candidates will be held on or before the week commencing 6 December at our offices at 39 Moreland Street, London EC1V 8BB, or remotely.

Please note, should this post attract a high volume of strong candidates, we reserve the right to interview on a rolling basis and appoint a suitable candidate before the submission deadline.

If you have any questions about the post, please feel free to contact Public Affairs Manager Karen Wright via karen@humanists.uk and/or Trevor Moore, Chair, My Death, My Decision, by email via trevor.moore@mydeath-mydecision.org.uk - they will be very happy to talk more about the role with you.

Best wishes and good luck,



Andrew Copson, Chief Executive Humanists UK



Trevor Moore, Chair My Death My Decision

Humanists UK Assisted Dying Campaigner/My Death, My Decision Campaigns and Communications Manager

This position is a shared role between two organisations, namely My Death, My Decision (MDMD) and Humanists UK, with the majority of time – approximately four working days – spent working for MDMD. While this role comes with two separate job titles, the role shares the vast majority of the key tasks and activities that can be found in the job description, with the MDMD role having a few additional ones outlined in red.

It is essential that the holder of this role is committed to the campaigning aims of Humanists UK (as they relate to assisted dying) and of My Death, My Decision. But there is no genuine occupational requirement (GOR) that the postholder holds a particular religious or non-religious worldview.

Humanists UK and MDMD are working increasingly closely with each other and other right to die organisations through the founding and membership of the Assisted Dying Coalition which was launched in 2018. One aspect of this role will be to provide Secretariat for the Assisted Dying Coalition.

More about My Death, My Decision

My Death, My Decision was founded to represent the interests of those facing intolerable and incurable suffering, at a time when no other dedicated right to die organisation would, and to advocate on their behalf to secure a lasting change in the law.

Since our incorporation in 2019, we have quickly become one of the leading assisted dying organisations in England and Wales, and are at the forefront of social change: nearly 90% of the public now favours a change in the law to allow assisted dying for those who are incurably suffering or terminally ill.

We are committed to proposing an evidence-based law that would balance individual choice alongside robust safeguards, and we are not afraid to confront uncomfortable truths or expose specious arguments.

With the help of our members, supporters, and patrons we help to broaden the assisted dying debate and seek to enshrine the values of autonomy, dignity, and compassion into assisted dying legislation.

We are an equal opportunities organisation, proud of our Board gender balance. We recognise the positive value of diversity and therefore welcome team members from all backgrounds and communities. My Death, My Decision is dedicated to creating a supportive and inclusive environment.

The Campaigns and Communications Manager will report to the Chair and one other board member (to be explained further at interview). The team of officers includes a Campaigns Officer, a Communications Officer, a Policy Officer and a Campaigns and Communications Assistant (all of whom are part-time).

More about Humanists UK

At Humanists UK, we want a tolerant world where rational thinking and kindness prevail. We work to support lasting change for a better society, championing ideas for the one life we have. We do this because we're humanists: people who shape our own lives in the here and now, because we believe it's the only life we get. Our work helps people be happier and more fulfilled, and by bringing non-religious people together, we help them develop their own views and an understanding of the world around them. We're committed to putting humanism into practice. Through our ceremonies, pastoral support, education services, and campaigning work, we advance free thinking and freedom of choice so everyone can live in a fair and equal society.

Founded in 1896, we are trusted by over 100,000 members and supporters to promote humanism. Our policies are informed with the support of over 150 of the UK's most prominent philosophers, scientists, and other thinkers and experts and we seek to advance them with the help of over 115 parliamentarians in membership of the All-Party Parliamentary Humanist Group. Our trained and accredited celebrants conduct highly bespoke funerals and other non-religious ceremonies which are attended by over a million people each year.

Humanists UK devotes much of its resources to public affairs, policy, campaigning, legal, and media work. We want everyone to have the fullest possible freedom of choice in the shaping of their own lives, limited only by the rights and freedoms of others in a fair and equitable society and never by the pressures of religion, tradition, or outmoded law.

As an area of work, assisted dying is of very high importance to us. We have identified our work towards achieving legal recognition as one of six priority areas within Public Affairs and Policy. We support the right to die for those who are terminally ill or who are incurably suffering who have made a clear decision, free from coercion, to end their lives.

In addition to the Assisted Dying Campaigner role, Humanists UK's Public Affairs and Policy Team consist of a Director of Public Affairs and Policy, a Public Affairs Manager (who will manage this role), an Education Campaigns Manager, an Education Policy Researcher, and a Campaigns Officer.

Humanists UK Assisted Dying Campaigner/My Death, My Decision Campaigns and Communications Manager role description

This staff post is a shared one between Humanists UK and MDMD, with the MDMD work taking place for approximately four days of the working week. The role description that follows is common to both organisations except those parts in red, which are for the MDMD role only. All tasks and activities are likely to involve collaborative working.

Key tasks and activities

1. To monitor the development of government policies, parliamentary activity, the activities of public bodies, and relevant online, print, and broadcast media coverage.
2. To produce and submit appropriate responses to consultations of government and other public bodies and of parliamentary committees.
3. To identify and develop stories for placing in the media e.g. through letters to editors, press releases, or contacting individual journalists or correspondents.
4. To maintain and develop My Death, My Decision's and Humanists UK's relationship with:
 - o relevant UK Government departments, participating in working parties and consultations
 - o Parliamentarians and their staff, providing them with briefings on Bills before Parliament, and other matters, PQs, and EDMs etc as required
 - o relevant groups within political parties, providing them with briefings and supporting their growth and development
 - o relevant print, online, and broadcast journalists including sectoral media relating to health, equality, and the law
 - o experts in relevant fields who can advise My Death, My Decision on policy development and carry out research for My Death, My Decision policy development
 - o **medical, disability, religion or belief, and other organisations with an interest in assisted dying, with a view to building support for My Death, My Decision's policies**
5. **To ensure effective collaborative working by line managing, supporting, and motivating our Campaigns Officer, Communications Officer, Social Media Officer, and Campaigns & Administration Assistant, and work with them to share insights and knowledge.**
6. To communicate and draw attention to My Death, My Decision and Humanists UK's policies by:
 - o writing and distributing press releases and news releases as required
 - o ensuring relevant policies and campaigns pages on My Death, My Decision's and Humanists UK's website are kept updated

- o writing/overseeing periodic communications to members and supporters through email and physical newsletters
 - o if requested, speaking on behalf of My Death, My Decision and Humanists UK in broadcast, print and online media
 - o attending and representing My Death, My Decision and Humanists UK at appropriate events, including public speaking engagements, meetings of relevant coalitions, affiliations, consortiums, and party conferences.
7. To work with others to seek funding for the work of My Death, My Decision in general, including by:
- o maintaining, improving, and developing new ways of recruiting and retaining members and supporters
 - o managing communications with supporters to ensure positive and lasting relationships
 - o overseeing, administering, and managing the development of donors
8. To work on relevant legislation and other legal avenues pursuant to My Death, My Decision's and Humanists UK's campaigning aims.
9. To develop and refine mechanisms to facilitate lobbying by My Death, My Decision and Humanists UK members, supporters, local groups, and supportive members of the public.
10. To inform My Death, My Decision and Humanists UK members, supporters, and members of the public on assisted dying-related issues, and answer other non-routine information requests from members, academic researchers, and the public.
11. To fulfil secretariat-related functions for the Assisted Dying Coalition.
12. Any other reasonable duties as required by the My Death, My Decision or Humanists UK.

Person Specification

These criteria are divided into essential and desirable. Candidates meeting all the essential criteria will be preferred for this post but we do not expect experience across all desirable criteria. An ability to meet at least some of the desirable criteria, however, will be an advantage to candidates.

All criteria will be measured by the means noted in the right column.

Essential Criteria	Measured (Application, pre-interview task, interview task and/or Interview)
Commitment to the campaigning aims of Humanists UK (as they relate to assisted dying) and of My Death, My Decision	Application, interview
Excellent oral and written communication skills, including the ability to produce press releases, email communications, newsletters, research papers and briefings, and manage social media	Application, interview, pre-interview task
Excellent IT skills, including use of Google docs, Google sheets, and CRM databases	Application, interview, pre-interview task
Policy or campaigning experience, e.g. of lobbying	Application, interview
Able to communicate with confidence, and address diverse audiences	Application, interview, pre-interview task
Excellent organisational and administrative skills, including the ability to work to often very tight 'same-day' deadlines	Application, interview
Ability to work effectively as part of an organisation-wide team and to take the initiative	Interview

Desirable Criteria	Measured (Application, pre-interview task, interview task and/or Interview)
Policy or campaigning experience in a medical, disability-related, or human rights role	Application, interview
Experience of managing a small team	Application, interview
Experience fundraising and/or engaging in member and supporter recruitment	Application, interview
Experience working with wider civil society to achieve campaigning aims	Application, interview
Experience of planning in order to achieve public affairs goals	Application, interview
Excellent research skills, e.g. internet research	Application, interview, pre-interview task

Equal opportunities policy

This position is a shared role between Humanists UK, who will be the employer, and My Death, My Decision (MDMD), to whom the employee will be seconded and work for the majority of the time, approximately four days per week.

Humanists UK is an organisation with an ethos based on Humanism, and therefore qualifies under equalities legislation as an organisation with 'an ethos based on religion or belief'. We are a small organisation, with limited resources. Therefore, each role at Humanists UK will involve a significant amount of interaction, either with Humanists UK members, or with the general public, and in this capacity, the promotion of humanism will be expected and required of the job holder. Therefore, it is likely that 'a willingness to promote humanist beliefs and values and the aims of Humanists UK' will be an essential requirement of every role advertised.

This policy will be reviewed for each vacancy advertised, and may be subject to change, depending on the occupational requirements of each vacancy. It will remain in place until or unless the organisation has the resources to allocate roles which require no significant interaction with the general public or Humanists UK members.

Humanists UK's equalities policy is that in all aspects of employment, from vacancy advertising, selection, recruitment, training and development, and promotion, to conditions of service and reasons for termination of employment, no individual will be discriminated against on the basis of their sex, transgender status, sexual orientation, race, colour, ethnic origin, nationality, disability, marital status, caring or parental responsibilities, age, religion or belief, or any other grounds that are irrelevant to their ability to meet the requirements of a post.

Recruitment and promotion

i. Vacancy advertising

- Within financial constraints, steps will be taken to ensure that knowledge of vacancies reaches underrepresented groups.
- Where a GOR applies, this will be stated in advertisements.

ii. Selection and recruitment

- Selection criteria (job description and person specification) for any post will be reviewed to ensure that they are justifiable on non-discriminatory grounds as being essential for the effective performance of the job.
- All appointments will be strictly on merit.
- More than one person will be involved in the selection interview and recruitment process, and the most senior person will be responsible for ensuring the process complies with this policy and good practice.
- Where possible, both women and men will be involved in the shortlisting and selection processes.
- Shortlisting and selection processes will be based solely on the job description and person specification, with candidates scored against these criteria.
- Where possible, efforts will be made to identify and remove unnecessary/unjustifiable barriers and provide appropriate facilities and conditions of service to meet any special needs.