

## Job Application Pack

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

**Deadline for Applications:** Monday 20 August

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

**Location:** Humanists UK offices, London EC1.

**Reports to:** Director of Public Affairs and Policy, Humanists UK and My Death, My Decision Coordinator

**Salary:** will be in a range up to £28,000.

**Other benefits:** interest free bicycle or season ticket loan; 6% matched pension contributions.

Thank you for downloading this pack. This position is a shared role between two organisations, namely My Death, My Decision (MDMD) and Humanists UK, with the employee legally working for Humanists UK but the majority of time spent working under contract for MDMD.

### **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 11. Completed forms should be returned electronically by email with the subject 'Assisted dying role' to [tony@humanism.org.uk](mailto:tony@humanism.org.uk) by **17:00 on Monday 20 August**.

### **Shortlisting and interviews**

Candidates short-listed for interview will be notified by **17:00 on Friday 24 August** and I regret that we do not have the resources to inform other applicants that they have not been shortlisted. Interviews for shortlisted candidates will be held on **11 September** at our offices at **39 Moreland Street, London EC1V 8BB**.

If you have any questions about the post, please feel free to contact Phil Cheatle, Coordinator of My Death, My Decision by email on [coordinator@mydeath-mydecision.org.uk](mailto:coordinator@mydeath-mydecision.org.uk); and Richy Thompson, Director of Public Affairs and Policy of Humanists UK by email on [richy@humanism.org.uk](mailto:richy@humanism.org.uk) - they will be very happy to talk more about the role with you.

Best wishes and good luck,



**Phil Cheatle**, Coordinator My Death, My Decision



**Andrew Copson**, Chief Executive Humanists UK

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

This position is a shared role between two organisations, namely My Death, My Decision (MDMD) and Humanists UK, with the majority of time spent working for MDMD. There is a separate job title and description for each part of the role, but as can be seen, the key tasks and activities that can be found in the Humanists UK role description can all also be found in the MDMD role description.

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

MDMD and Humanists UK are working increasingly closely with each other and other right to die organisations. One aspect of this role that is common to both organisations will be to provide secretariat-type functions for that collaboration.

This is a full-time permanent position based at Humanists UK's offices in London EC1.

The role reports to the MDMD Coordinator and to Humanists UK's Director of Public Affairs and Policy. The post-holder will also have the ongoing support of volunteers for discrete projects.

Salary in the region up to £28,000; interest free bicycle or season ticket loan; 6% matched pension contributions upon successful completion of a three month probation period.

## **More about My Death, My Decision**

My Death, My Decision (MDMD) is a right to die campaign organisation which wants to see a more compassionate approach to dying in the UK, including giving people the legal right to a medically assisted death if that is their persistent wish.

We believe that people should have more control over the manner and timing of their death in order to minimise their mental and physical suffering. The principle aim of MDMD is to see a change in the law to allow medical help to die for people who request it of their own free will, provided they are mentally competent and the request is because one or more incurable medical conditions are reducing their quality of life below the level they are able to tolerate, and this situation is highly unlikely to improve significantly.

MDMD contributes to the public discussion of right to die issues. We work alongside other organisations such as Friends at the End (FATE), Humanists UK and Dignity in Dying, to expose the inadequacies of the current law and to help define a safe, broad, workable alternative. In particular, we provide a forum for those who share our belief that assisted dying should be available both for those who are terminally ill and also for others who are facing incurable suffering, including the early stages of dementia, before mental capacity is lost.

MDMD is run by an executive council comprising a coordinator, associate coordinator, secretary, treasurer and four others. It was first established in 2009. The Campaigns and Communications Manager will be our first staff role, and will report to the coordinator.

MDMD is open to supporters of all religions and beliefs including those with no religious beliefs. We are proud that this is reflected in our Executive Council and patrons, which include people who hold a range of significant religious and non-religious positions.

## 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 70,000 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 100 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.

## Our Public Affairs and Policy work

Humanists UK devotes much of its time to campaigning and lobbying domestically and internationally on behalf of the non-religious as well as for freedom of religion, belief, speech, thought, and expression more generally. We work for an open society and a secular state with no privilege or discrimination based on religion or belief. We also campaign for a rational approach to public ethical issues in order to contribute to a public life where decisions are made on evidence rather than doctrine.

We classify our public affairs work in four areas:

- **human rights and equality**, including the need to defend and strengthen the current legal settlement, work related to the specific rights of freedom of religion or belief, freedom of speech and expression (including issues related to harassment and incitement, free speech on campus, and advertising), children's rights and socio-economic rights, and issues to do with conscientious objection, marriage laws, chaplaincy/pastoral support, and broadcasting;
- **secularism**, including the need for constitutional reforms such as disestablishment and removing the bishops from the House of Lords, the relationship between Government and faith communities, national ceremonies such as Remembrance, and public service reform;
- **public ethical issues**, including assisted dying, abortion and other sexual and reproductive rights, human tissues, organ donation, homeopathy, animal welfare, and the genital mutilation of children;
- **schools and education**, including 'faith' schools, Religious Education, Science including evolution and creationism, personal, social, health, and economic education and relationships and sex education, and collective worship.

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 five priority areas within public affairs and policy. We support the right to die for those who have made a clear decision, free from coercion, to end their lives. In many cases, the person in question will be terminally ill. However, we do not think that there is a strong moral case to limit assistance to terminally ill people alone and we wish to see reform of the law that would be responsive to the needs of other people who are permanently and incurably suffering.

In addition to the Assisted Dying Campaigner we are now advertising for, Humanists UK's Public Affairs and Policy team consists of a Director of Public Affairs and Policy, an Education Campaigns Manager, and a Campaigns Officer. The Assisted Dying Campaigner will report to the Director of Public Affairs and Policy and be primarily responsible for our assisted dying work. The Education Campaigns Manager is primarily responsible for our campaigning work related to schools and education, whereas the Director of Public Affairs and Policy and the Campaigns Officer are primarily responsible for the other policy areas. We are also currently recruiting a Press Manager, to improve our press work.

## My Death, My Decision Campaigns and Communications Manager role description

Note that the staff post that this role description is a portion of is a shared one between MDMD and Humanists UK, with the MDMD work constituting the majority of the time. The role description that follows is for the MDMD part of the role. The portions that are in black are common to both parts of the post, whereas **parts that are only in the MDMD role description are in red.**

### Key tasks and activities

#### 1. To monitor:

- the development of government policies
- parliamentary activity
- activities of public bodies
- relevant online, print, and broadcast media coverage

around issues engaging the interests of My Death, My Decision:

- produce and submit timely, detailed, and appropriate responses to government and other public body consultations
- produce and submit timely, detailed, and appropriate responses to parliamentary committees
- place stories in the media e.g. through letters to editors, press releases, or contacting individual journalists or correspondents.

#### 2. Work with the MDMD EC to maintain and develop My Death, My Decision's relationship with:

- relevant UK Government departments, participating in working parties and consultations
- Parliamentarians and their staff, providing them with briefings on Bills before Parliament, and other matters, PQs, and EDMs etc as required
- relevant groups within political parties, providing them with briefings and supporting their growth and development
- relevant print, online, and broadcast journalists including sectoral media relating to health, equality, and human rights
- 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
- **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**

#### 3. To communicate and draw attention to My Death, My Decision and its policies by

- writing and distributing press releases and news releases as required
- **with the coordinator**, ensuring relevant policies and campaigns pages on My Death, My Decision's website are kept updated
- **managing our social media to ensure clear and consistent messaging about our work**
- **designing and write periodic communications to members and supporters through email and physical newsletters**
- **maintaining the MDMD supporter database, and managing the process of emailing supporters**
- speaking on behalf of My Death, My Decision in broadcast, print and online media

- attending and representing My Death, My Decision at appropriate events, including public speaking engagements, meetings of relevant coalitions, affiliations, consortiums, and party conferences.
4. To work with others to seek funding for a continuation of the post, and the financing of the work of My Death, My Decision in general, including by
    - maintaining, improving, and developing new ways of recruiting and retaining members and supporters
    - managing communications with supporters to ensure positive and lasting relationships overseeing, administering, and managing the development of donors, including major donors.
    - Promoting legacies and larger donations
  5. To work on relevant legislation and other legal avenues pursuant to My Death, My Decision's campaigning aims, in conjunction with the MDMD EC.
  6. To develop and refine mechanisms to facilitate lobbying by My Death, My Decision members, local groups and supportive members of the public on issues of interest to My Death, My Decision.
  7. To inform My Death, My Decision members and members of the public on assisted dying-related issues, and answer other non-routine information requests from members, academic researchers, and the public.
  8. To work with My Death, My Decision's patrons to enable them to advocate on behalf of the organisation, and to expand the number of patrons.
  9. To fulfil secretariat-related functions for collaborative work with other right to die organisations.
  10. Any other reasonable duties as required by the My Death, My Decision executive council.

## Humanists UK Assisted Dying Campaigner role description

The Assisted Dying Campaigner is responsible to the Director of Public Affairs and Policy for the achievement of the public policy objectives of Humanists UK in relation to assisted dying, through reactive and proactive campaigns including local, national, media, legal, and parliamentary campaigning.

Note that the staff post that this role description is a portion of is a shared one between MDMD and Humanists UK, with the MDMD work constituting the majority of the time. The role description that follows is for the Humanists UK part of the role. However, every task and activity in the role description can also be found in the MDMD role description.

### Key tasks and activities

#### 1. To monitor:

- the development of government policies
- parliamentary activity
- activities of public bodies
- relevant online, print, and broadcast media coverage

around issues engaging the interests of Humanists UK:

- produce and submit timely, detailed, and appropriate responses to government and other public body consultations
- produce and submit timely, detailed, and appropriate responses to parliamentary committees
- place stories in the media e.g. through letters to editors, press releases, or contacting individual journalists or correspondents.

#### 2. To maintain and develop Humanists UK's relationship with:

- relevant UK Government departments, participating in working parties and consultations
- Parliamentarians and their staff, providing them with briefings on Bills before Parliament, and other matters, PQs, and EDMs etc as required
- relevant groups within political parties, providing them with briefings and supporting their growth and development
- relevant print, online, and broadcast journalists including sectoral media relating to health, equality, and human rights
- experts in relevant fields who can advise Humanists UK on policy development and carry out research for Humanists UK policy development
- organisations and individuals in public life sympathetic with Humanists UK's objectives.

#### 3. To communicate and draw attention to Humanists UK and its policies by

- writing and distributing press releases and news releases as required
- ensuring relevant policies and campaigns pages on Humanists UK's website are kept updated
- speaking on behalf of Humanists UK in broadcast, print and online media
- attending and representing Humanists UK at appropriate events, including public speaking engagements, meetings of relevant coalitions, affiliations, consortiums, and party conferences.

4. To work with the Communications and Development team to seek funding for a continuation of the post.
5. To work on relevant legislation and other legal avenues pursuant to Humanists UK's campaigning aims.
6. To develop and refine mechanisms to facilitate lobbying by Humanists UK members, local groups and supportive members of the public on issues of interest to Humanists UK.
7. To advise and support Humanists UK members and members of the public on assisted dying-related issues, and answer other non-routine information or advice requests from members, academic researchers, and the public.
8. To fulfil secretariat-related functions for collaborative work with other right to die organisations.
9. Any other reasonable duties as required by the Humanists UK Director of Public Affairs and Policy.

## 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.

<b>Essential Criteria</b>	<b>Measured</b> (Application, pre-interview task, interview task and/or Interview)
Demonstrable commitment to the campaigning aims of My Death, My Decision, and (as they relate to assisted dying) of Humanists UK	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 Word, Excel, and databases	Application, interview, pre-interview task
Policy or campaigning experience, e.g. of lobbying	Application, interview
Excellent research skills, e.g. internet research	Application, interview, pre-interview task
Able to communicate with confidence, and address diverse audiences	Application, interview, pre-interview task
Excellent organisational and administration skills, including the ability to work to often very tight 'same-day' deadlines	Application, interview
Ability to work effectively as part of a team and to take the initiative	Interview
Ability to work occasional weekends and evenings if required, with time off in lieu for evening/weekend work	Interview

<b>Desirable Criteria</b>	<b>Measured</b> (Application, pre-interview task, interview task and/or Interview)
Policy or campaigning experience in a medical or disability-related role	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

## **Equal opportunities policy**

Thank you for downloading this pack. This position is a shared role between two organisations, namely My Death, My Decision (MDMD) and Humanists UK, with the employee legally working for Humanists UK but the majority of time spent working under contract for MDMD.

As the employer, Humanists UK is committed to equality and, within the constraints of its small size and limited financial resources, aims to achieve best practice as an equal opportunity employer. It also aims to achieve best practice in its work with volunteers and in relation to its activities generally. Humanists UK is an organisation with an ethos based on humanism and therefore qualifies under equality legislation as an organisation with 'an ethos based on religion or belief'. Certain posts at Humanists UK where there is a genuine occupational requirement (GOR) may be reserved for individuals with humanist beliefs or sympathy with humanist beliefs. However, Humanists UK aims to restrict such requirements to the minimum and undertakes to review all positions where a GOR may apply in order to establish whether there is a genuine and determining requirement.

Humanists UK's equal opportunities 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 gender, transgender status, sexual orientation, race, colour, ethnic origin, nationality, disability, marital status, caring or parental responsibilities, age, or religion or belief (unless there is a genuine occupational requirement), or any other grounds that are irrelevant to their ability to meet the requirements of a post. Humanists UK is committed to providing a working and social environment in which the rights and dignity of each individual are respected, and which is free from discrimination, prejudice, intimidation, and all forms of harassment including bullying.

## **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.