

# Campaigns and Policy Manager

Information Pack

December 2025



Protecting human rights in childbirth

# Message from our CEO

Firstly, thank you for your interest in joining Birthrights as our next Campaigns and Policy Manager. This is an extraordinary opportunity to join a values-driven, passionate community of changemakers who are transforming the maternity landscape across the UK. Together, we are reimagining what it means to deliver care rooted in human rights, equity, and justice – so that every woman and birthing person can experience dignity, safety, and respect during pregnancy and birth.

Since our beginnings in 2013 as a small, volunteer-led initiative, Birthrights has grown into the leading national authority on human rights in maternity care. Our reach and impact continue to deepen – from delivering trusted advice and information to thousands of women and birthing people, to training professionals across hospital trusts and in communities to embed rights-respecting practice.

But our purpose goes beyond individual change. We are reshaping the systems, policies, and power structures that define maternity care. We hold institutions to account, make visible the diverse realities of birthing experiences, and work shoulder-to-shoulder with community and grassroots organisations to build a powerful, collective movement for birth and reproductive justice.



**Birthrights is here to champion the fundamental human rights of women and birthing people during pregnancy and birth across the UK.**



“When we set out, human rights weren’t part of the conversation in maternity care, but our work has changed that and made a real difference to the lives of women and birthing people.”

– Elizabeth Prochaska, Birthrights Co-founder

We meet the scale of injustice in maternity care with courage, clarity, and conviction. Through rights-based advocacy, training, and policy change, we challenge harmful practices and create pathways for systemic transformation. In the past year alone, we have launched our ambitious Home Birth Restrictions campaign, called for legislative reform through the SAFE Maternity Care Act, and amplified the voices of those most impacted by inequality. Alongside this, we have strengthened our organisational foundations and set out a bold new 10-year strategic framework to guide our next decade of change.

Momentum is building – and we are ready for what comes next. We are deepening our collaboration with civil society and grassroots partners, co-creating a movement that demands a maternity system rebuilt from the ground up – one that truly centres justice, community, and liberation.

As our Campaigns and Policy Manager, you will play a pivotal role in shaping this next chapter. You will be joining a committed and values-aligned team who will support you to hold this role with care, strength, and integrity.

If you are energised by our mission, share our belief in a radically different maternity system, and are ready to help shape a more just and equitable future, we would love to hear from you. Even if you don’t meet every single criterion, we encourage you to apply – we are interested in your values, vision, and commitment to transformation as much as your experience.

We look forward to welcoming you into our movement.

**Hazel Williams**  
Chief Executive Officer, Birthrights

# About Birthrights

Birthrights is here to champion the fundamental rights of women and birthing people during pregnancy and birth across the UK.

We provide advice and information to women and birthing people, train doctors and midwives, and campaign to change maternity policy and systems.

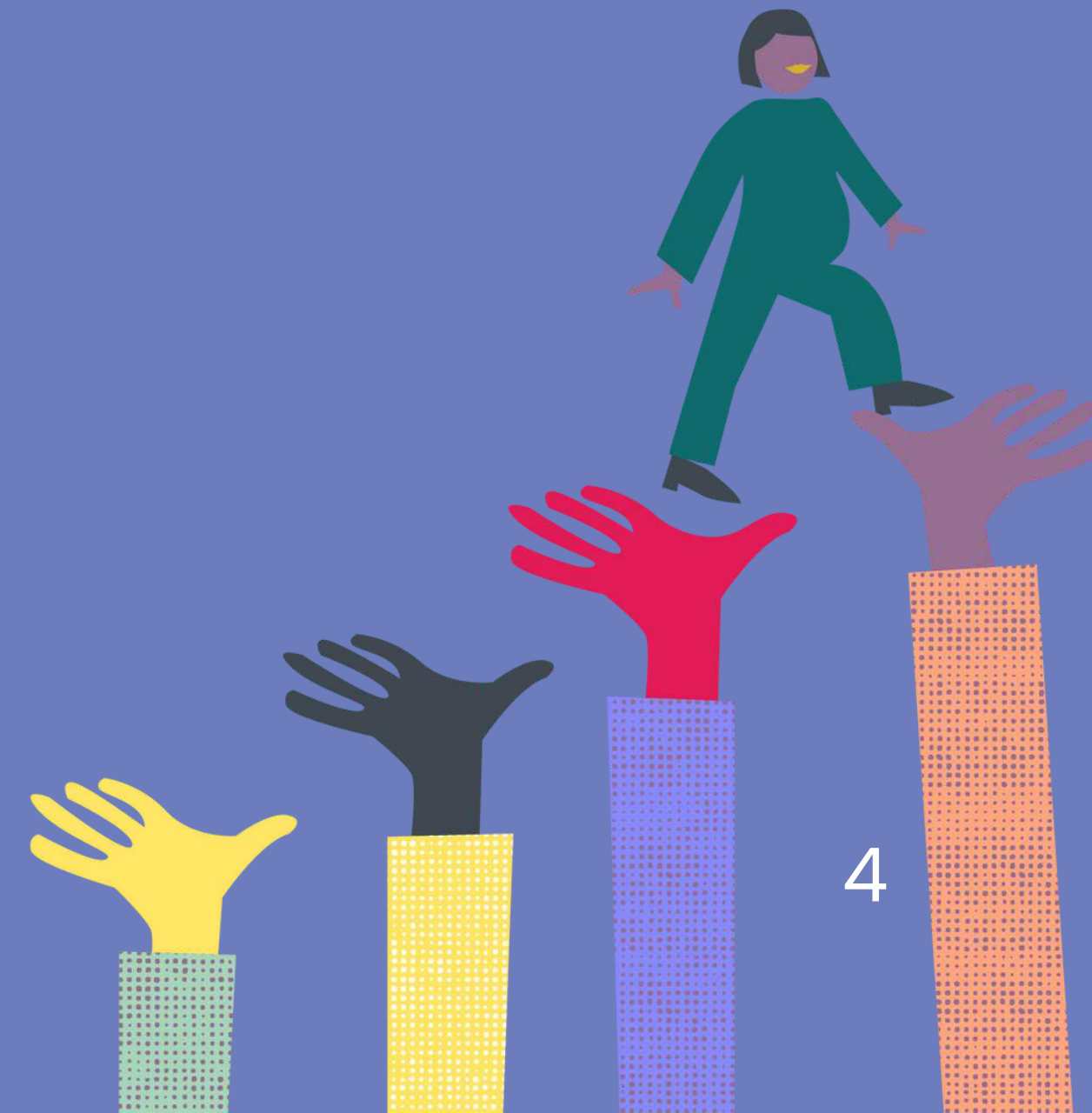
**Our vision is of a world where women and birthing people can access safe maternity care that fully respects their rights to bodily autonomy and self agency, free from discrimination, coercion and violence.**

Birthrights is the leading authority on the rights of women and birthing people during pregnancy and birth in the UK. Our work is critical to not only transforming the experiences and outcomes for individuals, but also in shifting wider policy, practice and systems.

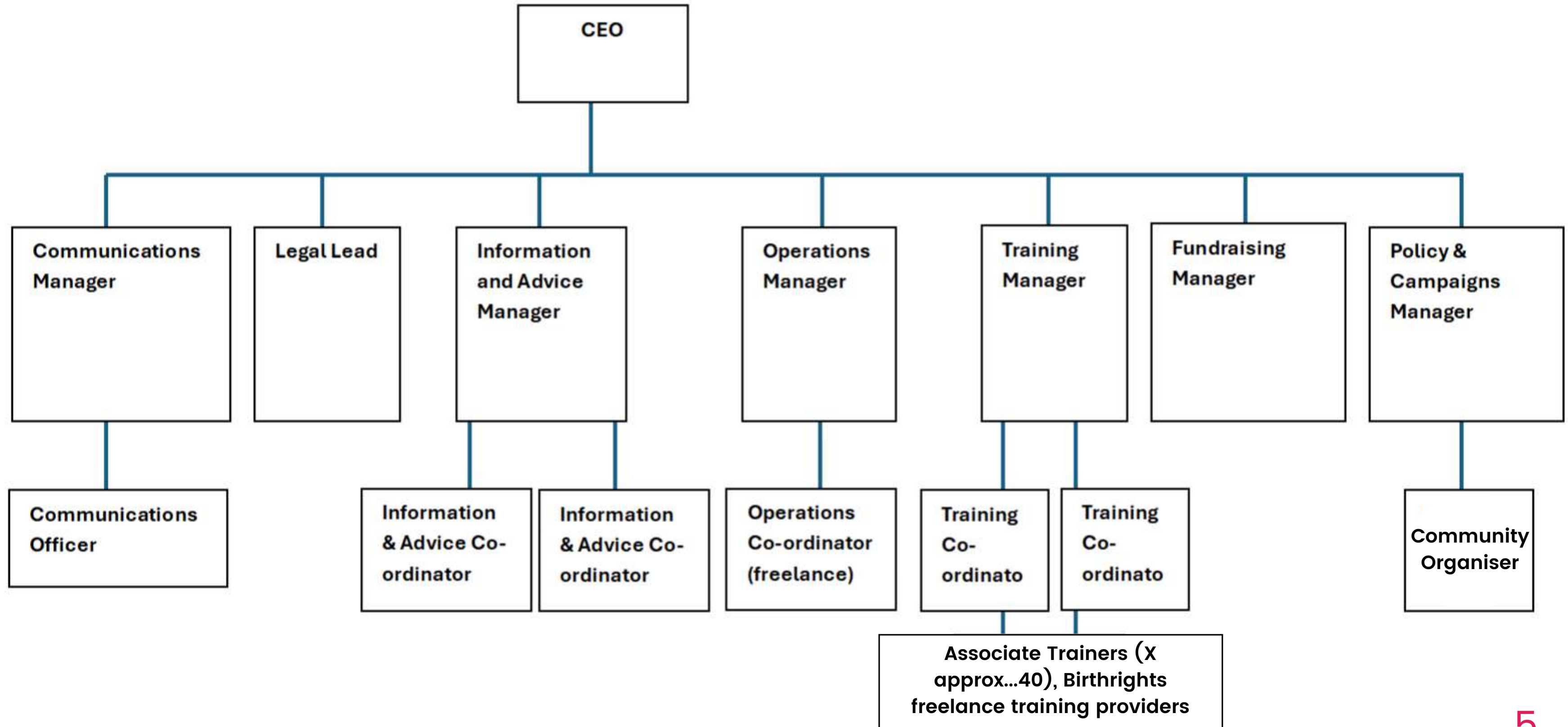
We have a strong track record of achieving national and local changes to maternity care, underpinned by robust and skilful policy influencing work. We punch well above our weight, with a seat on NHS England's Maternity Advisory Stakeholder Council and strong relationships with the Royal Colleges and regulators for both midwives and obstetricians.

It's an exciting time to join us. In 2023, we celebrated 10 years as a small charity, keeping the lived experience of women and birthing people at the heart of everything we do. We continue to champion a human rights framework in maternity care and for human rights law to underpin the regulation of maternity care. You will be one of several new staff, working under a strong Board, 10-year strategy and new CEO.

We believe pregnancy and birth should above all be about your body, your birth, your rights.



# Our organisational structure



# Working with Birthrights

Birthrights has a committed and supportive team of part time staff who all work remotely and are spread across the country. While this role is fully remote, we do organise quarterly team meetings and away days in different locations, but most regularly in London and Birmingham. We use Microsoft Teams messaging and calls to support one and another and to communicate throughout the day.

As a charity we are committed to promoting a positive working environment and recognise that balancing work and home life requires flexibility.

We believe a focus on team and individual wellbeing is central to our ability to deliver the best results for women and birthing people.

We are committed to building a diverse and inclusive team where we feel comfortable to bring our full selves to work. We believe this is core to our ability to be an organisation that is accessible and inclusive.

All Birthrights staff members receive:

- 30 days annual leave (pro rata), excluding bank holidays and Christmas closure.
- A monthly £26 work from home allowance
- Enhanced maternity/paternity/adoption/shared leave provision.
- Investment in your continuous professional learning.
- Investment in your health and wellbeing through our Employee Wellness Strategy.



“I cried reading your email (happy tears) in thoughts that there might be some hope for what I would like my birth to look like for me and my baby.”

–Service user

## About the role

This is a hugely exciting role that will play a key part in helping Birthrights ensure that women and birthing people can access safe maternity care that fully respects their human rights.

We are looking for someone to join our small but mighty team, who has a strong commitment to racial justice and anti-oppressive practice, a passion for ensuring access to human rights in maternity care and experience in developing and leading campaigns, with a reflective and compassionate approach to meaningful collaboration and co creation with those most affected.

This role will develop and lead on our campaigns and policy work. This includes working with the CEO and Community Organiser to develop Communities Imagine, an initiative that centres the voices, knowledge, and leadership of people most impacted by systemic inequities in maternity care.

# About our Communities Imagine initiative

Through our in-depth work, backed up by our year-long inquiry into racial disparities in maternal outcomes in 2022, we know that racism exists and is deeply embedded in maternity care at all levels (relational, institutional, structural and systemic). This continues to result in long-term physical and psychological harms for women and birthing people who are denied autonomy and agency.

We believe that any meaningful changes to the legislation and the maternity system must centre the voices and radical imaginings of the communities who are most failed by the system. Instead of showing what is wrong with the system, our view is to create spaces for communities to share their visions of how maternity care can and should be and space to build support and take action so that ideas and strategies for change can flourish.

In our community visioning work we want to ensure it is community-led with trauma-informed practice at its heart, with opportunities to explore different models of community-led insight including through creative interventions. We would like to work with grassroots organisations that serve the most marginalised communities who are at greatest risk of experiencing violations and restrictions of their rights.



“Having someone who properly listened to me when it felt like I was up against a brick wall was hugely valuable on many levels.”

– Advice & Information service user



# Job Description

<b>Role Purpose</b>	To play a key role in leading and developing Birthrights policy and campaigns work to ensure that women and birthing people can access safe maternity care that fully respects their human rights.
<b>Reports to</b>	Chief Executive Officer
<b>Salary</b>	£39,140 FTE per annum pro rata - £23,484 actual for 3 days per week £31,312 actual for 4 days per week
<b>Hours</b>	3 or 4 days per week 22.5/30 hours per week based on a 37.5 hour working week. Core hours 10 – 3pm. Hours will need to overlap with whole team at least one day per week.
<b>Location</b>	Home-based UK resident. Able to travel 4 - 6 times a year for team meetings and events in London or other national cities as required by the role, reasonable travel expenses will be covered.
<b>Benefits</b>	30 days annual leave pro rata, plus bank holidays and Christmas closure of up to 4 days in addition to leave. Highly flexible working, enhanced sick pay and parental leave policies and access to wellbeing fund - currently £500 per staff.
<b>Contract</b>	3 years with potential to extend

# Job description

## Leadership and Management

- To ensure that furthering racial justice is at the heart of all our campaigning and policy work and that all Birthrights' work draws on a deep understanding of anti-racist, reproductive justice and human rights-based practice.
  - To be an active member of the team contributing to the strategic direction, performance and financial health of the organisation.
  - To manage the campaigns and policy strategy, taking key strategic decisions and overseeing the project budget.
  - To develop and nurture stakeholder relationships and act as a spokesperson, representing the organisation at events, meetings and media opportunities where appropriate.
- To manage the Community Organiser.
  - To work closely with the Communications Manager to increase engagement and reach through policy and campaigns work.
  - To work closely with the advice and training teams and legal lead to identify upcoming needs and issues and to work collaboratively on policy and campaigns.

# Job description

## Policy and Campaigns

- To lead the development and delivery of a policy and campaigns strategy that identifies opportunities to influence systemic change.
  - To plan and deliver creative campaigns that effectively empower and inform the public and work with communities to support and mobilise collective action.
  - To build coalitions, partnerships and work collaboratively with other organisations and marginalised communities towards common goals with a focus on racial justice.
  - To exercise political judgement and influence decision-makers, contributing policy and campaigns expertise towards potential strategic litigation where appropriate.
  - To identify and report on risks, and potential mitigating actions across the policy and campaigns work with a particular eye on policy / practice that will disproportionately impact Black and Brown women and birthing people.
- To work with the legal lead to monitor policy and frontline practice developments and policy context that affect Birthrights' service delivery, and share this in a digestible format with the team.
  - To write clear and compelling content for a range of purposes including policy briefings, consultation responses, research reports, options papers, opinion pieces, social media, speeches and press releases.
  - To identify gaps in evidence needed to make the case for change and carry out research and oversee commissioning to fill those gaps.

# Person specification

## Essential

- Track record in developing policy and campaigns strategies and leading successful campaigns that draw on a broad and creative range of tactics to influence people and organisations, leading to systems / practice change.
- An understanding of different methods of influence and how to apply this in different and relevant contexts – these can include public facing campaigning, movement building, community organising and political influencing.
- An understanding of the nature of oppression and a specific understanding of anti-Black racism and how it manifests itself in society coupled with a commitment to challenge the systems of oppression and injustice.
- Knowledge of the UK and devolved political landscape, parliamentary processes and policy making.
- Excellent leadership, people management skills and relationship building skills, with experience of building productive relationships with colleagues across organisations.
- Excellent organisational and project management skills with the ability to work independently.
- Good verbal and written communicator

## Desirable

- Knowledge of the inequalities and barriers faced within maternity care systems, we welcome applicants who can demonstrate equivalent knowledge through lived experience, self-directed learning, or community-based work (please note we will not ask you to disclose details of your lived experience at any point during the recruitment process)
- A deep understanding of how racial justice, reproductive justice and anti-racist practice intersects with a human rights-based approach in policy and campaigns work
- Experience of working with marginalised communities to ensure they shape policy priorities and approaches.
- Experience of maternity policies and provision or understanding of some of the key policy issues in maternity provision in the UK.



# How to apply

Please send your CV and answers to the questions below in two separate attachment files – one labelled 'CV' and one labelled 'Question Response'. Alternatively, you can send a video or voice note with your answers to the questions.

Please anonymise your CV and answers to the questions by removing your name and any contact details. We will number applications for the panel and match them to emails to contact you.

Please send your CV and question responses to [careers@birthrights.org.uk](mailto:careers@birthrights.org.uk) by 12 noon on Monday 26th January 2026.

Application questions:

1. What inequalities or systemic barriers within maternity care do you believe need addressing, and how have you developed your understanding of these issues? We welcome applicants who can demonstrate equivalent knowledge through lived experience, self-directed learning, or community-based work. Please note we will not ask you to disclose details of your lived experience at any point during the recruitment process (up to 250 words or 2 minutes video).
2. Briefly describe how your skills and experience would make you great as our new Campaigns and Policy Manager, looking at the person specification for inspiration (up to 500 words or a 3 minute video).

We will be running a webinar on Thursday 15th January at 1pm for more about the role, please check our website for full details and to sign up in advance.

Interviews will take place on the 4<sup>th</sup> and 5<sup>th</sup> February and will be held virtually on Microsoft Teams. We will share interview questions in advance as part of our commitment to inclusive practice. Please let us know if you require additional support or reasonable adjustments for the application, or interview. We really want the process to feel accessible.

