

JOB DESCRIPTION

Street Feast - Campaign Lead

Contract type	Full-time (35 hours per week), 2 year contract
Responsible for	Full ownership and delivery of the Street Feast campaign
Reporting to	CEO, Neighbourhood Network
Line manages	Social Media Manager, Registrations & Community Coordinator (seasonal), Campaign Officer (seasonal), campaign contractors and volunteers
Location	Hybrid. Primarily remote, with one day a week at the Neighbourhood Network office (Fumbally Stables, Dublin 8) on Wednesdays.
Salary	€41,620 – €46,403, depending on experience

About the Role

Street Feast is Ireland's national weekend of street parties and community celebrations, and it's Neighbourhood Network's flagship campaign. In sixteen years it has seen over 11,500 Street Feasts take place. We are looking for a Campaign Lead to take full ownership of it.

This is a delivery role. The Campaign Lead is ultimately responsible for Street Feast landing well: the campaign reaching communities across the country, the events happening, the partners and funders getting what they were promised. They set the strategy, hold the budget, lead our partnerships, build the income base that sustains the campaign, and are the public face of Street Feast in the media. They also lead the team that delivers it, and get stuck in alongside them when the campaign calls for it.

The role has been designed to give one person clear ownership of Street Feast, with the authority, the team and the support to match. The Campaign Lead makes the decisions and is backed to make them.

Street Feast has grown steadily for sixteen years and we want it to keep growing. You'll be building on strong foundations: a committed lead partner in Tesco, a national profile, and thousands of neighbourhoods taking part every year. Your first campaign is about strengthening participation and building a brilliant team around you, with the ambition of growing both reach and income from there.

If you've a grá for campaigns, and you want a role where the decisions are actually yours, we'd love to hear from you.

About Neighbourhood Network

Neighbourhood Network is a registered Irish charity (RCN: 20206679) which aims to promote social inclusion, tackle loneliness and build supportive and resilient neighbourhoods around Ireland. The ambition is simple; to help create happy, healthy and more connected places for people to live, where neighbours feel supported by each other. We do this by working with residents to help establish their community themselves, supporting local leaders to build inclusive, resilient groups in their estates.

We run four programmes, of which Street Feast is the largest. Our team consists of a CEO, Project Managers, an organisational Comms Manager, an administrator and part-time and seasonal staff. We have a voluntary board of 9 trustees.

Key Responsibilities

Reporting to the CEO, the Street Feast Campaign Lead will have the following key areas of responsibility.

Campaign delivery

- Take ultimate responsibility for delivering the campaign: the project plan, the critical path, and the campaign landing on time and on budget.
- Deliver a national marketing and communications campaign in association with Tesco that drives strong participation across the Republic of Ireland - digital marketing, media engagement, storytelling, content, brand stewardship and PR.
- Deliver all Street Feast events with the team, including launches, roadshows and Street Feast Togethers, and ensure campaign stories are captured and used well.
- Work hands-on alongside the team during the campaign peak, picking up delivery work as well as directing it.

Strategy, budget and impact

- Own the strategy, scope and objectives for Street Feast 2027 and 2028, and secure CEO and board agreement to them.
- Hold and manage the campaign budget.
- Define the campaign's impact framework, oversee evaluation, and report results to funders, partners and the board.

Partnership and income

- Lead the day-to-day relationship with Tesco, our lead partner, as Neighbourhood Network's principal working contact, taking on the senior relationship after an agreed handover following the 2027 campaign.
- Grow the income base for Street Feast: identify, approach and secure new corporate partners, sponsors and funders.
- Build and maintain strong relationships with funders, partners, local authorities and other stakeholders, meeting all agreed reporting deadlines.

Leading the campaign team

- Design the campaign team structure each cycle within an agreed budget and recruit a brilliant team, running a fair and well-documented hiring process in line with Neighbourhood Network's recruitment policy.
- Line manage the Social Media Manager and the seasonal Registrations & Community Coordinator and Campaign Officer, setting clear expectations and managing performance directly and fairly.
- Commission and manage campaign contractors - PR, photography, design and evaluation - and manage volunteers throughout the campaign cycle.
- Build a working culture that is collaborative and sustainable across a campaign year with a heavy spring peak.

Representation and organisational contribution

- Act as lead spokesperson for Street Feast, and for Neighbourhood Network when required.
- Work with the Neighbourhood Network Comms Manager to keep Street Feast connected to the wider Neighbourhood Network brand, within agreed guardrails.
- Attend weekly operations meetings, contribute to the wider work of the organisation, and undertake other duties reasonably assigned by the CEO.
- Ensure the campaign operates within Neighbourhood Network's governance, safeguarding, data protection and financial policies.

Skills & Experience Required

Essential

- Fluent English speaker.
- One day a week in-person in Dublin (Wednesday) with an increase of in-person days at peak campaign time (April-May)
- A minimum of 5 years' experience in campaign or communications management, including at a senior or lead level, with a proven track record of delivering against targets and reporting credibly on impact.
- A strong marketing and communications background, with excellent written, verbal and interpersonal communication skills, and the confidence to act as a spokesperson, including with media.
- Experience holding and managing a budget.
- Experience managing a corporate partnership, funder relationship or client relationship at a senior level.
- Experience of line managing staff, and of recruiting and managing a team and contractors through a structured process.
- Comfortable working hands-on in a small team, adapting quickly when plans change and keeping the team steady while doing so.
- Organised, with strong attention to detail and strong computer skills; Microsoft packages (Word, Excel, Outlook, PowerPoint) and Google packages (Gmail, Google Drive, Google Docs).
- A track record of flagging problems and mistakes early and openly.
- Strong commitment to community development and inclusion.
- Full drivers license

Desirable

- Experience generating income: sponsorship, corporate partnerships or fundraising.
- Experience in community development, social inclusion, event management or the nonprofit sector.
- Experience of a campaign operating on a national scale.
- A relevant qualification in communications, marketing, project management, community development or a related field.

Benefits, Terms and Conditions

- 21 days of paid holidays per year, pro rata, in addition to the standard 10 public holidays, based on hours worked.
- Flexible working hours.
- Time off in lieu (TOIL) for pre-approved additional hours. Street Feast has a pronounced seasonal peak between February and June, and TOIL is actively managed rather than nominal.
- Continuous professional development, training and further education courses, study and exam leave, and professional membership fees, paid for at Neighbourhood Network's discretion where relevant.
- Travel and subsistence expenses paid in line with public sector rates.
- A supportive and friendly team, and a chance to make a real difference to neighbourhoods.

How to apply

To apply, please send a one-page cover letter outlining your suitability for the role and your CV to opportunities@neighbourhoodnetwork.ie, with the subject line: **Street Feast Campaign Lead**.

Closing date: 9th October 2026

A supporting document setting out how the role works day to day - decision-making, authority and how we work together - is available alongside this description and is worth reading before you apply.

Neighbourhood Network is an equal opportunities employer and welcomes applications from people of all backgrounds and identities.

SUPPORTING INFORMATION FOR CANDIDATES

Street Feast - Campaign Lead

This document sits alongside the job description. It sets out how the role works in practice: what the Campaign Lead decides, what stays with the CEO, and how we expect the person in this role to work. Please read it before applying.

Decision-Making and Authority

We have been explicit about this because it matters to how the role works in practice. The role has been designed so that Street Feast is genuinely owned by the Campaign Lead, and that only works if the boundaries are clear from the start.

The Campaign Lead decides: campaign strategy and creative direction; campaign messaging and media lines; allocation of spend within the agreed campaign budget; the shape of the campaign team and who is appointed to it; which contractors are engaged; the campaign timeline.

The CEO decides: the overall campaign budget envelope; signature on contracts and partnership agreements; anything carrying significant organisational, financial or reputational risk; organisational strategy and Street Feast's place in it.

The Campaign Lead is expected to bring decisions to the CEO for information, not for permission. There is a standing weekly check-in with the CEO through the campaign peak so that support is available without decisions needing to be escalated.

How You'll Work

As much as experience, we care about how you operate. The person who does well in this role will:

- **Be agile.** Campaigns change. Partners move deadlines, weather ruins events, stories break. You adapt quickly and keep the campaign moving rather than waiting for the plan to be right again.
- **Believe in what we do.** Our mission is to tackle loneliness and build neighbourhoods where people support each other. You should genuinely care about that, and it should show in how you treat colleagues, volunteers and the communities we work with.
- **Own mistakes early.** Things will go wrong. We want someone who says so straight away, without spin, so it can be fixed while it's still small. Covering up a problem is far worse here than causing one.
- **Ask questions sooner rather than later.** If something is unclear, ask. We would much rather answer a question in January than unpick a misunderstanding in May.
- **Be a firm and fair leader.** You set high standards and hold people to them, you give direct feedback, and you are consistent and fair in how you do it. Your team should always know where they stand.

The Campaign Year

Street Feast runs on an annual cycle with a pronounced peak. Planning, partnership and team recruitment run from autumn through January. The campaign accelerates from February, with registrations, marketing, events and media activity building to Street Feast itself in May. Evaluation, reporting and partner renewal follow in July and August.

The seasonal campaign team is recruited each cycle, which means the Campaign Lead hires and inducts a team early in the year and leads them through an intense delivery period. Hours are heavier during the peak and lighter outside it, and TOIL is actively managed to reflect that.

