

**Private & Confidential**

## **CAMPAIGNS OFFICER (UK) JOB DESCRIPTION**

### **IDENTIFICATION OF JOB**

<b>Team</b>	Campaigns & Policy
<b>Working base</b>	Newark (with travel within UK)
<b>Responsible to</b>	Senior Campaigns Manager
<b>Responsible for</b>	N/A

### **OVERALL PURPOSE OF JOB**

**To deliver high profile campaigns in relation to the Our Bright Future programme and its three policy asks**

### **MAIN RESPONSIBILITIES**

#### **Campaign Development and Planning**

- Develop and implement the Our Bright Future campaign strategy
- Build and deliver campaign actions, creating on and off-line engagement tools and key messaging in association with the programme team
- Develop campaign planning documents to ensure visibility and buy-in to delivery across the partnership
- Manage allocated central and partnership-led resources to ensure campaigns are delivered effectively and to strategic steer(s)
- Drive campaigns forward with energy and commitment, demonstrating a strong engagement approach that will always aim to achieve influence
- Engage with the Youth Forum at all stages of campaign planning, including encouraging design input to ensure a youth-led ethos runs throughout
- Support delivery of the campaigning portfolio in association with the Director for Campaigns & Policy

#### **Communications and publications**

- Employ movement building/grass roots engagement approaches in on and offline communication and engagement opportunities
- Maintain effective relationship management with key contacts within the programme team, National Lottery Community Fund and partner organisations
- Steer the development and production of suitable campaign materials, publications and content that will suit and inspire identified audiences through a variety of channels (social, digital, publications and the media - broadcast, print and online)
- Coordinate and deliver campaign press and media activity, working with media leads in projects, partner organisations and the Youth Forum
- Assess how campaign action boosts the necessary public policy change and new legislation
- Coordinate joint delivery with partners and other relevant organisations as applicable

## Private & Confidential

### Public event coordination and management

- Initiate and support the planning, organisation and delivery of campaign events and follow up activity delivered through the programme
- Lead on collating and sharing partner experiences and lessons around event delivery and movement-building and apply learning to new campaigns

**All staff are ambassadors for the organisation both internally and externally and expected to act in a professional manner at all times. They are required to abide by organisational rules, policies and procedures as laid down in the staff handbook, adopt environmentally friendly working practices, set and maintain high personal standards of efficiency and customer care and foster a 'can do' culture based on ownership, initiative, teamwork and exchange of information.**

Private & Confidential

## CAMPAIGNS OFFICER (UK) PERSON SPECIFICATION

### KEY COMPETENCIES

- Project management (essential)
- Managing customer relationships (essential)
- Negotiating & influencing (essential)
- Making good decisions (essential)
- Planning and control (essential)
- Professional and highly efficient approach to work, especially when under pressure (essential)

### EXPERIENCE

- Building on-line campaign tools through various platforms (essential)
- Campaign leadership, organisation and delivery (essential)
- Planning and managing projects (essential)
- Using policy and public affairs thinking to deliver effective public-facing campaigns (essential)
- Communicating effectively with a wide variety of audiences, using different methods (essential)
- Motivating individuals to support a cause (essential)
- Event management and co-ordination (essential)
- Ideally to have volunteered or worked in the charity sector (desirable)

### KNOWLEDGE AND SKILLS

- Knowledge of the youth and environmental sectors (desirable)
- Background in producing on-line content and communications for campaigns (essential)
- Organisational skills together with the ability to prioritise and meet deadlines (essential)
- An excellent understanding and delivery of a range of communication techniques (essential)
- Creative thinking and the ability to express ideas concisely and confidently (essential)
- Ability to deal effectively with ambiguity (essential)
- Ability to research, analyse, interpret and present information (desirable)
- Ability to recognise and respond swiftly to problems and opportunities (essential)
- Knowledge of the principle of funder care and recognition (desirable)
- An understanding of how social media can be used in communications (essential)
- Command of written English including grammar, punctuation and spelling (desirable)

### PERSONAL QUALITIES

- Energetic and committed
- Flexible
- Open-minded but challenging
- Passionate and prepared to learn
- Honest and inclusive
- Willing to take ownership of problems and solutions to them
- An excellent team player