

Senior Campaigns Officer

DIRECTORATE:	Policy, Campaigns and Improvement
SECTION:	Policy, Campaigns and Mobilisation
REPORTING TO:	Campaigns and Public Affairs Manager
CONTRACT:	Permanent



WORKING RELATIONSHIPS:

Inside Diabetes UK
Other teams in the directorate, particularly Policy, Mobilisation and Shared Practice. Close working also with influencing colleagues in national and regional offices and across other teams such as Media, Creative, Marketing and Content.
Outside Diabetes UK
Members of the public and people living with diabetes; parliamentarians and their staff; external stakeholders including other health charities and healthcare professionals, professional networks and coalitions.

OVERALL PURPOSE OF THE JOB

This role will be focused on helping to shape and drive forward the delivery and evaluation of impactful influencing campaigns – campaigns that are engaging and ultimately bring about successful changes that improve care and support for those living with diabetes, and help prevent Type 2 diabetes. You will work with the team and across the organisation to deliver Diabetes UK’s campaigns at a national level. You will generate new ideas, take campaigns in new directions and ensure that our campaigns have the best chance of success.

MAIN DUTIES AND RESPONSIBILITIES:

- Plan impactful campaigns and help to communicate campaign plans across the organisation. Includes taking a leading role in developing and driving forward certain campaigns.
- Plan and carry out monitoring and evaluation of campaign outcomes – sharing any learning across the team and organisation to ensure that we continually improve and knowledge share.
- Ensure excellent and engaging content is developed for the website, social media and internal and external communications about our campaigns.
- To be responsible for coordinating the development and production of high quality and engaging campaign materials often involving managing a number of different processes and relationships with teams.
- Plan and take a lead in internal meetings to discuss and plan campaigning. Ensuring that we effectively collaborate with colleagues across the organisation so that we have the requisite knowledge base and expertise to deliver a successful campaign. As well as communicating progress to internal and external stakeholders.
- Horizon scanning and developing new ideas for interesting and engaging campaign events, opportunities and stunts as well as overseeing their planning and delivery.
- Undertake other tasks as specified by the Campaigns and Public Affairs Manager.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Plan and lead meetings and events internally and externally.
- Create engaging copy and content for a wide variety of audiences, demonstrating an understanding of different audience perspectives.
- Manage competing deadlines and have excellent time management and project management skills.
- Work autonomously and be responsible undertaking the lead for key areas or work.
- Collaborate effectively and engage a diverse range of internal and external stakeholders to help shape and deliver campaigns.
- Identify opportunities and new methods of engaging supporters in campaigning.
- Supporting the Campaigns & Public Affairs Manager, lead planning of certain campaigns based on a clear rationale about how to bring about change.
- Use Microsoft Office IT systems with a high level of proficiency and learn new systems and processes.

The best person for this job will have experience in:

- Significant experience in campaigns, public affairs or policy related fields.
- A record of developing strong relationships with colleagues and external stakeholders.
- Using social media, digital platforms like Wordpress and knowledge of, or experience using online campaigning platforms including in engaging and interesting ways.
- Working with politicians or in campaigning/influencing environment.
- Significant experience in managing and evaluating projects.

The best person for this job will be:

- Educated to degree level or equivalent.
- Passionate and an experienced campaigner who lives to campaign, influence and bring about change that will have a positive impact in helping us create a world where diabetes can do no hard.
- Willing to on occasion work flexibly and outside of normal office hours.
- Knowledgeable about the NHS and health issues.
- Creative and able to come up with new and interesting ideas for new and existing campaigns.