

<p><b>Job Title</b> Senior Campaigns and Mobilisation Officer</p>	<p><b>Directorate and team</b></p> <p>This role sits in the <a href="#">Policy, Campaigns and Mobilisation team</a> in the <a href="#">Policy, Campaigns and Improvement Department</a>.</p> <pre> graph TD     PCM[Head of Policy, Campaigns and Mobilisation (PCM)] --&gt; PA[Public Affairs team]     PCM --&gt; M[Mobilisation team]     PCM --&gt; P[Policy team]     M --&gt; MM[Mobilisation Manager]     P --&gt; PAM[Public Affairs Manager]     MM -.-&gt; SCMO[Senior Campaigns and Mobilisation Officer]     PAM --&gt; SPO[Senior Public Affairs Officer]     PAM --&gt; CPAO[Campaigns and Public Affairs Officer]     SCMO -.-&gt; CMO[Campaigns and Mobilisation Officer]     </pre>
<p><b>Key focus of the role</b></p> <p>This post will take a lead in helping shape and drive forward the delivery and evaluation of our campaigning and mobilisation work at both a local and national level.</p>	
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>• Planning and evaluating impactful campaigns based on a theory of change approach</li> <li>• Acting as a campaign lead and project managing individual campaigns from inception to delivery and evaluation, and building strong cross organisational collaboration.</li> <li>• Growing the number of people involved in our campaigning and influencing work and finding new and innovative ways to mobilise them.</li> <li>• Leading the development and production of high quality and engaging campaign materials.</li> </ul>	
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li>▪ <b>Contract type:</b> Permanent</li> <li>▪ <b>Hours:</b> Full time (35 hours)</li> <li>▪ <b>Pay range:</b> Band: 5</li> </ul>	
<p><b>Key working relationships internal</b></p> <p>Public Affairs, Mobilisation, Policy, Strategic Marketing, Content and Media, Brand and Creative, Customer Care, Insight and Analysis, Data, Legal and Compliance, Volunteering, regional and national teams.</p>	
<p><b>Key working relationships external</b></p> <p>People living with and affected by diabetes, external developers and suppliers, other charities and health disability alliances, Westminster politicians.</p>	

All jobs at Diabetes UK are based on a 10-factor competency framework called the **What-How Framework**. In the following sections we've listed:

- The key activities you'll undertake (**the What**) and
- The skills, knowledge, experience and behaviours you need to be successful in this role (**the How**).

### Key activities – What you need to do

Setting & delivering strategy & objectives	Communicating with others	Improving delivery	Collaborating with colleagues
<ol style="list-style-type: none"> <li>1. Create cross-organisational campaign project plans using theory of change approach to campaigning and setup systems to monitor and track progress so we can allocate resources effectively.</li> <li>2. Plan and lead meetings, workshops and events to discuss and plan campaigning and mobilisation. Ensuring that we effectively collaborate with colleagues across the organisation as well as people living with and affected by diabetes.</li> <li>3. Potential to take on line management responsibility.</li> </ol>	<ol style="list-style-type: none"> <li>4. Lead the development and production of campaign and mobilisation materials and briefings, adapting technical and complex information or a variety of audiences.</li> <li>5. Work with colleagues and external partners to develop excellent and engaging digital content for our campaigns, making creative use of social media to engage and mobilise supporters.</li> </ol>	<ol style="list-style-type: none"> <li>6. Plan and carry out monitoring and evaluation of campaign and mobilisation activity — sharing any learning across the team and organisation to ensure that we continually improve and knowledge share.</li> <li>7. Identify new opportunities and new methods of engaging supporters in campaigning across the UK, making sure they're fully involved in the delivery of our campaigning and influencing work.</li> </ol>	<ol style="list-style-type: none"> <li>8. Keep in touch with regional and national teams, providing expert advice on campaigning and mobilisation and making sure our local and national campaigns actions are well coordinated.</li> <li>9. Represent the team internally and externally, influencing and persuading senior colleagues and stakeholders to support our plans and strategic goals.</li> </ol>

**Skills, knowledge and behaviours – How you need to do it**

Setting & delivering strategy & objectives	Managing and developing others	Managing and developing self	Collaborating with others
<ol style="list-style-type: none"> <li>1. Manage complex projects and coordinate cross organisational working.</li> <li>2. Take a proactive and creative approach to identifying what needs to be done and making this happen with and through others.</li> </ol>	<ol style="list-style-type: none"> <li>3. Demonstrate a strong personal commitment to diversity and inclusion and apply this across all communication channels.</li> <li>4. Coach others to help them develop knowledge and expertise in campaigning, influencing and mobilisation.</li> </ol>	<ol style="list-style-type: none"> <li>5. Good understanding of the principles and frameworks for delivering campaigns.</li> <li>6. Knowledgeable about UK health and social care structures and a good understanding of the UK political process.</li> <li>7. Keep up to date with new development and trends in politics, campaigning and mobilisation, bringing new ideas into the organisation.</li> </ol>	<ol style="list-style-type: none"> <li>8. Build effective working relationships internally and externally, working alongside people living with and affected by diabetes to deliver change.</li> </ol>

**Qualifications – Qualifications you need to carry out this role**

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