

<p>Job Title Campaigns and Mobilisation Officer</p>	<p>Directorate and team This role sits in the Policy, Campaigns and Mobilisation team in the Policy, Campaigns and Improvement Department.</p>
<p>Key focus of the role This post will focus on supporting the development and delivery of our campaigning and mobilisation work at both a national and local level.</p>	
<p>Key deliverables</p> <ul style="list-style-type: none"> • Developing and coordinating plans for our campaigning and mobilisation activities. • Supporting campaigners to take action – providing advice and practical support as well as assisting in managing campaigner data and records • Putting together creative content and briefings to communicate our campaigning and influencing work to a variety of different audiences. • Taking the lead on internal communications – making sure other teams are up-to-date on our plans and our activity aligns with other cross-organisational work. 	<pre> graph TD PCM[Head of Policy, Campaigns and Mobilisation (PCM)] CPA[Campaigns and Public Affairs team] MT[Mobilisation team] PT[Policy team] PCM --- CPA PCM --- MT PCM --- PT </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> ▪ Contract type: Permanent ▪ Hours: Full time (35 hours) ▪ Pay range: Band: 6 	<p>Job and reporting Line</p>
<p>Key working relationships internal Public Affairs and Campaigns, 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>	<pre> graph TD MM[Mobilisation Manager] CPAM[Campaigns and Public Affairs Manager] SCMO[Senior Campaigns and Mobilisation Officer] SPO[Senior Public Affairs Officer] CPO[Campaigns and Public Affairs Officer] MM -.- SCMO CPAM --- SCMO CPAM --- SPO CPAM --- CPO </pre>
<p>Key working relationships external People living with and affected by diabetes, external developers and suppliers, other charities and health disability alliances, Westminster politicians.</p>	<pre> graph TD SCMO[Senior Campaigns and Mobilisation Officer] CM[Campaigns and Mobilisation Officer] SCMO --- CM </pre>

All jobs at Diabetes UK are based on our 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**).

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Key activities – What you need to do

Setting & delivering strategy & objectives	Communicating with others	Improving delivery	Collaborating with colleagues
<p>1. Create project plans and setup systems to track and monitor progress so we're able to keep track of what we're working on and allocate resources effectively. (S)</p> <p>2. Contribute to the development of winning campaign and mobilisation strategies – planning and delivering workshops, meetings and events for staff and campaigners.</p>	<p>3. Work with others to produce campaigns materials and briefings – for example, videos, podcasts and toolkits, webpages, social media content. (S)</p> <p>4. Respond to questions and requests from our campaigners, making sure they have a great experience when they get in touch and are well supported to take action. (S)</p>	<p>5. Support the management of campaigner data – making sure that the right people get the right content and records are accurate and up-to-date.</p> <p>6. Lead on monitoring and reporting on campaigning and influencing activity so we can track progress and impact. (S)</p>	<p>7. 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.</p> <p>8. Represent the team on various cross-organisational working groups and projects, making sure we spot opportunities to link up with other projects and programmes. (S)</p>

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

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Setting & delivering strategy & objectives	Communicating with others	Managing and developing self	Collaborating with others
<ul style="list-style-type: none"> 1. Able to coordinate projects and work in a busy team. (S) 2. Confident producing digital content and campaign material. 3. Able to work independently once you've agreed objectives and work-plans with your manager, ensuring a high attention to detail and being mindful of deadlines. (S) 4. Take a proactive approach to identifying what needs to be done and making this happen. 	<ul style="list-style-type: none"> 5. Able to write copy using the charity's tone of voice and brand. 6. Able to influence others to persuade them to take action. 	<ul style="list-style-type: none"> 7. Well versed in campaigning tactics with a good understanding of the theory of change approach to campaigning. (S) 8. Some knowledge about health and social care structures and an interest in politics. (S) 9. Tuned in to what other organisations are doing to mobilise people to campaign for change and able to bring new ideas into the organisation. 	<ul style="list-style-type: none"> 10. Build effective working relationships with others, especially when working across teams and directorates. (S)

Qualifications – Qualifications you need to carry out this role
N/A