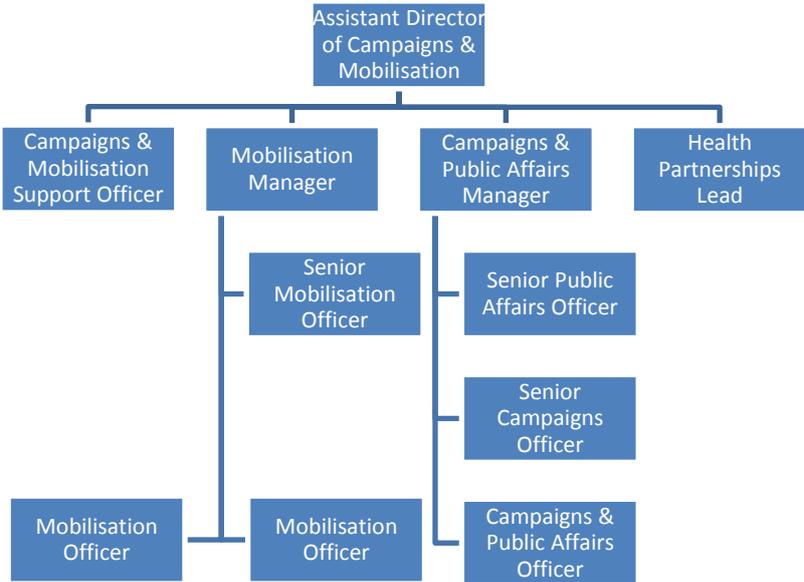


Senior Mobilisation Officer

DIRECTORATE:	Policy Campaigns and Improvement
SECTION:	Campaigns and Mobilisation
REPORTING TO:	Mobilisation Manager
CONTRACT:	Permanent Full Time



WORKING RELATIONSHIPS:

Inside Diabetes UK
Colleagues from the Regions and Nations, Policy, Knowledge and Insight, Content and News, Digital teams, Healthcare Professional Engagement.
Outside Diabetes UK
People living with diabetes, key policy decision makers, civil servants, healthcare professionals, other high profile external contacts, health charities at a senior level, Professional Associations, Royal Colleges, NHS Information Centre, Diabetes Health Intelligence, National Diabetes Audit, Royal Colleges etc.

OVERALL PURPOSE OF THE JOB

Right across the UK we campaign to fight diabetes. We campaign alongside those with or at risk of diabetes. We fight for better care for the millions of people living with Type 1 and Type 2 diabetes and to prevent the rise of Type 2.

This role will focus on developing our supporter influencing network, with a particular focus on influencing and campaigning at a local level. You will come up with creative ways to engage and mobilise people living with and at risk of diabetes in local campaigning and influencing, as well as helping make the case for campaigning internally and externally.

MAIN DUTIES AND RESPONSIBILITIES:

- Working collaboratively across regional and national teams, building on the Diabetes Voices model to increase impact and numbers of people involved in campaigning and influencing activity at a local level.
- Acting as the liaison with local influencing teams to better understand what their needs are and developing shared objectives for mobilising people affected diabetes around influencing goals
- Supporting the development of local campaigns, campaign plans, key messages and calls to action to provide compelling and creative opportunities for supporter mobilisation.
- Working with colleagues in the Volunteer Development team to develop new tools, training and communications to help our Local Groups to get involved in our campaigning and influencing work.
- Capturing and sharing good practice, ideas and activities that increase our impact
- Reviewing and evaluating local campaigning activity
- Horizon scanning and developing new ideas for interesting and engaging campaign events, opportunities and stunts
- Undertake other tasks as specified by the Mobilisation Manager.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Work collaboratively with colleagues, partners and supporters to develop ideas and campaign activities
- Use a variety of IT software including MS Word, PowerPoint and Excel
- Manage multiple activities at the same time and prioritise a busy workload
- Think creatively and seek opportunities to increase our impact while delivering against our strategic plan
- Take the lead for key areas of work.

The best person for this job will have experience in:

- Significant experience in a campaigning role, working with networks, local groups and individual campaigners and volunteers
- Developing creative opportunities to engage and motivate people to get involved in campaigning and influencing change in their local community
- Significant experience in managing and evaluating projects and campaigns
- Delivering training to volunteers and staff
- Engaging with and gaining support from a wide range of stakeholders, including service users, volunteers, internal staff and members of the public.

The best person for this job will be:

- Passionate about campaigning to improve things for people living with and at risk of diabetes
- A great communicator with excellent interpersonal skills and the ability to forge good working relationships externally and internally and build successful networks and partnerships
- Educated to degree level or equivalent

- Knowledgeable about UK health and social care structures, issues and developments and have a thorough understanding of the UK political process – particularly at a local and regional level
- Well versed in campaigning strategies and techniques
- Proactive in identifying campaigning opportunities and driving forward local campaigning activities
- Positive and confident
- Willing to work outside normal office hours and travel extensively throughout the UK (minimum of 10 occasions a year)