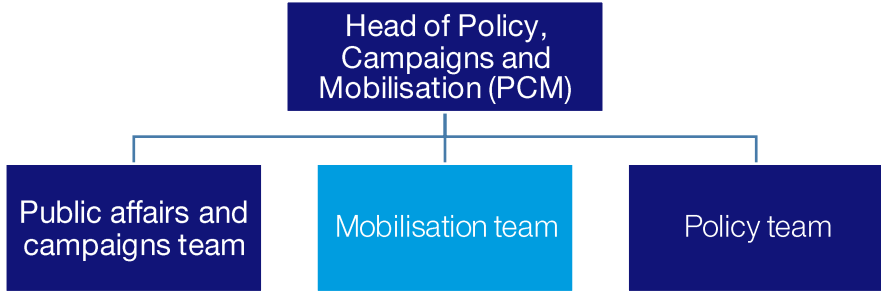
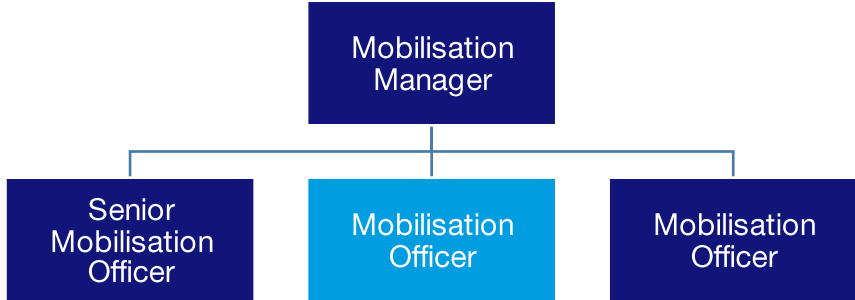


<p>Job Title Mobilisation Officer</p>	<p>Directorate and team</p>
<p>Key focus of the role This post will focus on developing creative digital campaigner plans, content and actions to inspire and mobilise people to get involved in our national and local campaigning and influencing work.</p>	<p>This role sits in the Policy, Campaigns and Mobilisation team in the Policy, Campaigns and Improvement Department.</p>
<p>Key deliverables</p> <ul style="list-style-type: none"> • Overseeing our e-campaigning – taking the lead in putting together creative campaign emails, web-copy, videos, social content and e-actions that grow the number people taking actions online. • Developing clear and engaging campaigner journeys to ensure that people remain engaged and become more committed to us over time. • Managing the scheduling of campaign communications and feeding into cross organisational plans, so that contact with supporters across various departments is better managed and more meaningful. • Taking a test and learn approach– trying new things and regularly monitoring and reporting on the success of our online campaigning. 	 <pre> graph TD PCM[Head of Policy, Campaigns and Mobilisation (PCM)] --> PAC[Public affairs and campaigns team] PCM --> MT[Mobilisation team] PCM --> PT[Policy team] style MT fill:#00AEEF,color:#fff </pre> <p>Job and reporting Line</p>  <pre> graph TD MM[Mobilisation Manager] --> SMO[Senior Mobilisation Officer] MM --> MO1[Mobilisation Officer] MM --> MO2[Mobilisation Officer] style MO1 fill:#00AEEF,color:#fff </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> ▪ Contract type: Permanent ▪ Hours: Full time (35 hours) ▪ Pay range: Band: 6 	
<p>Key working relationships internal Policy, Public affairs and Campaigns, Strategic Marketing, Content and Media, Brand and Creative, Customer Care, Insight and Analysis, Data, Legal and Compliance, Volunteering, regional and national teams.</p>	
<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>	

All jobs at Diabetes UK are based on a 10-factor competency framework called the **What-How Framework**. We've listed the key activities you'll undertake and the skills, knowledge and behaviours you need to be successful in this role. We've summarised these using four key competency areas in each section, however once appointed, you are expected to meet the requirements of all 10 factors. We'll explain this to you during your induction period. All elements listed below are essential requirements unless shown as (desirable).

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"> 1. Setup and coordinate mobilisation plans and campaigner journeys that help grow the number of people taking digital action in support of our campaigns. 2. Create e-campaign actions using Engaging Networks and other digital platforms. 	<ol style="list-style-type: none"> 3. Take the lead in writing campaign emails, social content and e-actions. 4. Working with others, produce other campaigns materials – for example, videos, podcasts and toolkits. 5. Oversee the campaigns pages of our website, making sure they're up-to-date and develop new content where needed. 6. Take the lead in responding to questions and requests from our campaigners, making sure they have a great experience when they get in touch. 	<ol style="list-style-type: none"> 7. Manage scheduling and data requests for campaigner comms. 8. Setup monitoring and regularly report on the success of our online campaigning using a test and learn approach to help us understand how audiences respond to different messaging. 	<ol style="list-style-type: none"> 9. Working with others in Campaigns and Mobilisation and with regional and national teams, make sure our local and national campaigns actions are well coordinated.

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

Setting & delivering strategy & objectives	Communicating with others	Managing and developing self	Collaborating with others
<ol style="list-style-type: none"> 1. Previous experience using Engaging Networks to create campaign actions. 2. Confident producing digital content. 3. Ability 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. 4. Take a proactive approach to identifying what needs to be done and making this happen. 	<ol style="list-style-type: none"> 5. Able to write persuasive copy using the charity's tone of voice and brand. 6. Able to influence others to persuade them to take action. 	<ol style="list-style-type: none"> 7. Well versed in campaigning tactics with a good understanding of the theory of change approach to campaigning. 8. Some knowledge about English health and social care structures and a good understanding of the UK political process. 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. 	<ol style="list-style-type: none"> 10. Build effective working relationships with others, especially when working across teams and directorates.

Qualifications – Qualifications you need to carry out this role

N/A