

## **Job Description Campaigns Officer**

**Reporting to:** Campaigns Manager

**Department:** International

### **Purpose of the job**

To support the achievement of Leonard Cheshire's campaigning objectives through delivering international and national campaigns and developing campaign innovation. To build digital and offline campaigning capacity in identified areas to support campaigns on priority issues. To respond to and work with disabled people, community groups and local services to gather campaign intelligence and include them in our work. To act as an organisational representative on identified campaigns.

### **Key responsibilities**

1. Develop and implement national and international campaigns from inception to evaluation, working closely with colleagues and external stakeholders as appropriate to achieve campaign objectives.
2. Develop and deliver creative and engaging campaign communications and materials, both online and offline. Using digital tools, platforms and campaigning models to mobilise supporters and stakeholders.
3. Grow and retain Leonard Cheshire's campaigner numbers and develop strong supporter journeys to increase engagement with our campaigns. Including using online channels such as Campaignion and offline routes such as campaign days of action and campaign workshops.
4. Co-lead the Campaign Steering Group, a group of disabled activists and DPO representatives, to ensure disabled people are at the heart of campaigning activity. Putting disabled people at the centre of our campaigns through providing platforms such as media opportunities or sharing their experiences.
5. Work closely with policy, research and insight teams to research and collate global and local intelligence and best practice to inform LC's global and national policy and influencing work.
6. To liaise with decision-makers and influencers including other disability charities, MPs, councillors, civil servants and other political stakeholders and decision makers.
7. Work closely with Leonard Cheshire's services and programme teams to build their participants' own campaigning capacity.

8. Work closely with the Campaigns team, as well as members of the wider Policy Influencing and Campaigns team, Digital team, Data team, Marketing and Fundraising directorate and colleagues in Wales and Scotland to ensure that our campaigns and supporter communications are fully coordinated.
9. Deputise for the Campaigns Manager and represent Leonard Cheshire externally with individual stakeholders, campaigners and at forums and conferences when required.
10. Be a point of contact for campaigning enquiries for people who use our services, staff and volunteers.
11. Develop and facilitate better reporting and evaluation of Leonard Cheshire's campaign activity so that we can pursue best practice for Leonard Cheshire's campaign work.
12. Undertake other duties that may be necessary, that are compatible with the nature and grade of the post.

### **Person specification**

#### **Essential requirements**

- To have experience of implementing local or national campaigns that lead to changes in policy and practice.
- Excellent verbal and written communication, and experience of developing innovative communications that engage and mobilise action.
- To have an understanding of national and local political structures.
- Strong interpersonal skills and experience of identifying and working with a broad range of stakeholders both internally and externally.
- To have experience of working with voluntary and community groups, volunteers, and decision-makers.
- To have experience of project management of campaigns or other initiatives, understanding the value of prioritising your workload.
- Good team player with experience of reporting on activities as part of a wider team.
- Willingness for occasional travel.
- To have empathy with the values and ethos of Leonard Cheshire.
- Experience of using specialist digital engagement software such as Campaignion, Engaging Networks, CMS and CRM systems is desirable.
- Lived experience of disability will be an advantage.