

Campaigns and Media Support Officer

Role Profile and Person Specification

Reports To:	Campaigns and Engagement Manager
Salary:	£30,844
Hours:	Full time (35 hours per week), Monday – Friday
Contract:	Permanent
Direct reports:	None
Department:	Campaigns
Main Place of Work:	181 Oxford Street (3 rd Floor), London, W1D 2JT <i>The building has a small lift which is only accessible from 1st floor landing.</i> <i>This role requires you to be in the office 2 to 3 days per week, with the rest from home if you wish. Office based working may be more frequent during the probationary period.</i> <i>This role may require occasional work outside of traditional office hours, with time given off in lieu.</i> <i>This role may require occasional travel within the UK and Isle of Man and Jersey.</i>

Role purpose

As we move closer towards assisted dying legislation across the British Isles, now is an exciting time to join the leading UK organisation campaigning for choice at the end of life. 2024 will be a pivotal year for the campaign, with assisted dying bills progressing in Scotland, Jersey and the Isle of Man, alongside a General Election that is expected to alter the make-up of Westminster and provide greater opportunity for progressive change.

Assisted dying is an issue with high public support and Dignity in Dying has a rapidly expanding supporter base who want to see the law change soon. The Campaigns and Media Support Officer will engage with our members, volunteers and supporters across the country, enabling them to take key campaign actions to bring law change on assisted dying closer. This role will also provide vital support to our media team, who secure frequent local and national coverage of personal stories to highlight the urgent need to reform the status quo.

This is a varied and interesting role that will suit someone who enjoys communicating with people of all ages and backgrounds, absorbing content from a range of sources, and getting creative with different projects and tasks, while pursuing their growth and career development as part of a dynamic and supportive campaign team.

Key responsibilities:

Campaigns and supporter networks

- Support the Campaigns and Engagement Manager with the management of our national network of local campaign groups- respond to queries, write motivating and emails (using email marketing programmes), training volunteers, attending local events and lead on designing engaging & clear resources.
- Support the Campaigns and Engagement Manager with our groups of healthcare professionals and people with a religious faith – this includes drafting motivating and informative emails to them, supporting the organisation of events or mailouts, and writing up actions from meetings into clear project plans.

- Manage inboxes that receive enquiries from our wider supporter and member network as well as the interested general public, triaging emails to other members of the team and leading on responses.
- Support with the management of Dignity in Dying Facebook and WhatsApp groups for supporters across different jurisdictions.
- Identify opportunities for further engagement with supporters, members and volunteers (e.g. for someone to share their story or arrange a face to face with their MP)
- Manage key supporter resources, merchandise and materials, such as t-shirts, pens, leaflets and banners. Identify when stock needs to be ordered, and working with colleagues across different teams, alongside external agencies, prepare and design new materials and merchandise for demonstrations and events, based on supporter feedback.
- Support the delivery of our meet-your-MP webinar series

Media

- Write daily summaries of media coverage for the staff team and weekly digests using our media monitoring service
- Work with the Media and Campaigns Officer to hone search terms with the service to ensure we are aware of all relevant media coverage
- Manage the central database of people with personal stories, updating and maintaining so that it is easily accessible by various staff members
- Work with the Media and Campaigns Officer to triage 'share your story form' entries – filtering out irrelevant/unusable stories, signposting to sources of support where appropriate, flagging potential stories to others for follow up
- Provide any other support as required to the team, including ad hoc support during busy periods, such as distributing press releases with support from the Media and Campaigns Officer

Office support

- Help with processing incoming and outgoing post, particularly around busy times like fundraising appeals and parliamentary mail outs.
- Triage phone enquiries to the main switchboard

Person specification

Experience – essential

- Experience of engaging with volunteers, members or service users; providing support, handling enquiries (including over the phone) and developing resources with a friendly and confident approach
- Experience of managing projects and/or organising events in a fast-paced environment
- Experience of processing information using administrative systems (e.g. databases)
- Experience of writing engaging content for a public audience
- Experience of campaigning or activism, preferably at a local level

Experience - desirable

- Experience of engaging volunteers, members or service users via social media
- Experience of using design software to make simple materials and resources
- Experience of using email marketing programmes, e.g. Mailchimp or Engaging Networks

Skills and abilities

- Adept at engaging with volunteers or members of the public of all ages and backgrounds with an ability to inspire and motivate others
- Creative and self-motivated, with the ability to contribute ideas and develop them into practical action
- Ability to plan, organise and prioritise own work to deal with conflicting priorities and ensure deadlines and objectives are met
- A fast learner with the ability to assimilate new skills and information
- Excellent verbal and written communications skills, including the ability to respond to enquiries politely, sensitively in line with organisational messaging and awareness of GDPR
- Strong interpersonal skills including the ability to work co-operatively and effectively with others as a member of a team
- A good understanding of the UK Parliamentary system, current affairs and media
- Excellent IT skills including knowledge of the Microsoft Office suite of programmes

Values

- Commitment to Dignity in Dying's vision and mission.
- Commitment to Compassion in Dying's vision and mission. The two are sister organisations, and share a desire to see individual choice at the heart of end-of-life decision-making. While Dignity in Dying seeks to extend patient choice at the end of life, Compassion in Dying works to raise awareness and facilitate the uptake of existing legal rights. The organisations have separate boards but share a CEO, some staff and premises.
- Commitment to working to the organisational behaviours of Dignity in Dying and Compassion in Dying – see below.

Organisational Behaviours

Leading by example

You lead by example through your behaviours and motivate others through your professional approach to work.

Trust and respect others

You are aware of your impact on others and treat other people with kindness and respect. You value diversity and listen carefully to understand the views of others.

Proactive and supportive team member

You work with others to reach a common goal by sharing information and supporting colleagues.

Strive to be the best

With a positive attitude, you work to a high standard to meet personal and organisational expectations.

Responsibility and initiative

You take ownership of your work and take responsibility for your actions and decisions. You use your initiative and take pride in what you do.