



## Work with us... Join our Business Support team

Job description, person specification and other information on why joining the Dimensions team is a great choice to make!



# Welcome

As one of the country's largest not-for-profits, we are driven by our values. People with learning disabilities and their families are at the heart of everything we do and we want every person we support to have a great life, with excellent outcomes. We couldn't achieve this without a wide range of business support functions, either based within our central services teams or within regional teams.

It all starts with you!

## Why choose Dimensions?

We're an organisation that sets the standards for our sector.

By joining one of our business support functions you'll use market leading technology and tools to help us become an exemplar organisation, making sure we're the best we can be.

We encourage all our colleagues to have a healthy work-life balance and we'll work with you to regularly identify opportunities to develop your skills and career.

We can offer great opportunities for career development and offer sector-leading training programmes and qualification opportunities.

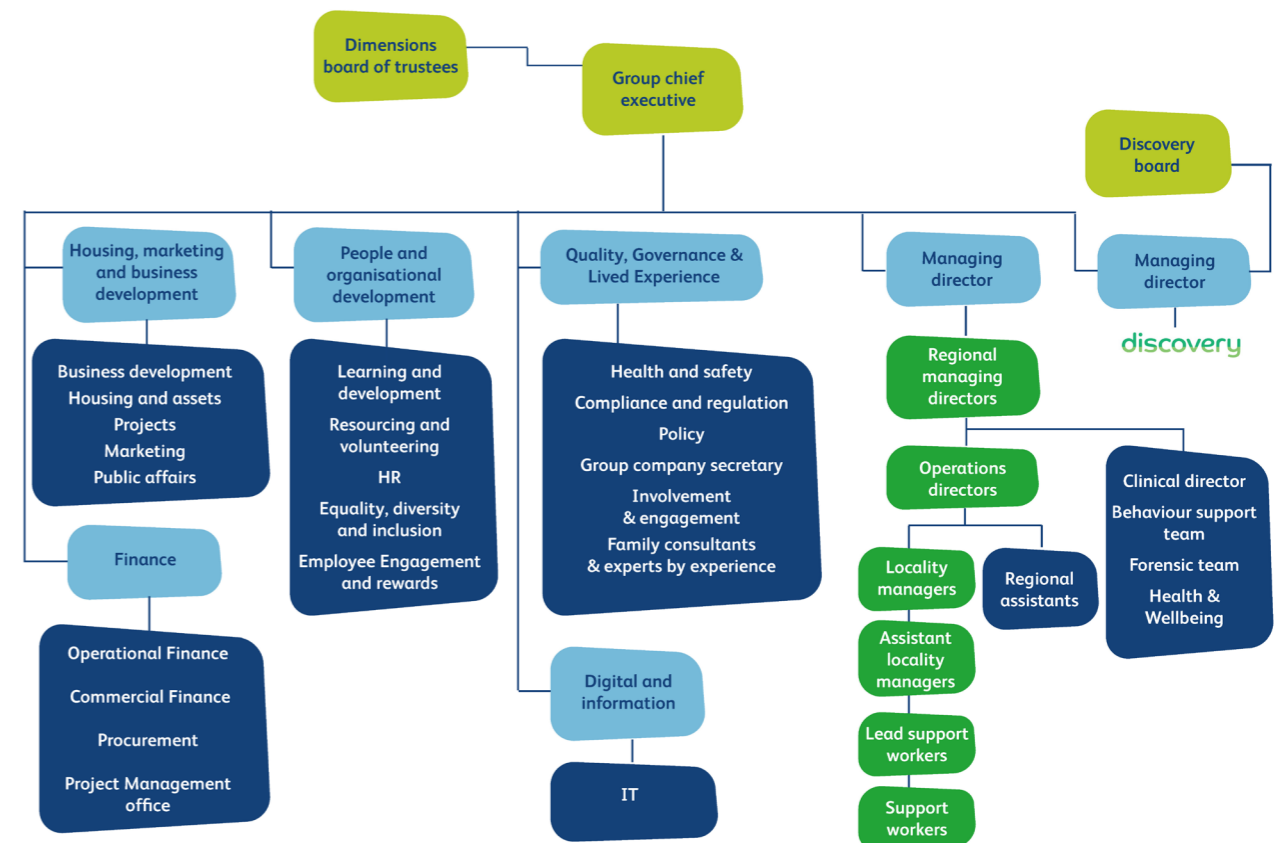
We are an inclusive employer, valuing the diversity of our workforce, being respectful of differences and making reasonable adjustments to ensure people reach their full potential.

Your hard work and dedication won't go unnoticed. You'll make a real difference to people's lives and could be nominated for our Inspiring People recognition scheme.

## Our team and our values

We are a values based employer, which means we expect everybody to demonstrate our five core values:

- **Ambition:** helping people be the best they can be
- **Courage:** being brave enough to make a difference
- **Integrity:** being honest and fair in all the things we do
- **Partnership:** working with other people to make a bigger difference
- **Respect:** treating everyone fairly and knowing that everyone's voice is important.



### Our career development programme:

## Aspire

All permanent colleagues have regular opportunities to gain a place on our award-winning career development programme, Aspire.

If you secure a place, you'll explore new ways and opportunities to progress with help from a professional career coach.

Your coach will support you to develop your training, job shadowing and networking opportunities.

From here, you'll work together with your line manager to establish a career development plan and see how you can achieve your goals.

### Our skills development programme:

## Learning Connect

Learning Connect is a fresh and interactive online learning platform available to all our colleagues.

You'll have the opportunity to work through a wide range of training courses and development pathways – learning new skills and improving your knowledge in areas such as assertiveness, time management, project management and handling conflict.



## Our benefits

Our sector-leading package of colleague benefits really builds up... Your benefits can be worth up to £1,220 per year.

### Your reward

- Competitive salary.
- 30 days annual leave entitlement (including bank holidays), rising to 35 days.
- Pensions, including a money purchase scheme with employee and employer contributions.
- An occupational sick pay scheme.
- The opportunity for flexible working.

### Looking after you

- Free access to the Employee Assistance Programme (EAP) with a 24/7 helpline for advice – also available to family members.
- A comprehensive wellbeing strategy and listening network.
- Free death in service life assurance cover.

### Valuing you

- Discounts and cashback on shopping through Rewarding Dimensions.
- Recognition of excellence in our Inspiring People awards.
- £200 bonus for recommending a friend to work for us if they're employed.
- You may also benefit from a work mobile phone, our bike to work scheme, season ticket loans, and more.

### Your development

- We provide a thorough induction and training programme when you join us.
- In addition to regular 1-2-1s and annual appraisals, we'll help you develop and progress your career.
- We've invested to provide you with free, ongoing access to a huge range of training and support to help you develop.

### Moving on up

- We offer fantastic career development opportunities and have a 'promote from within culture'.
- Aspire, our award-winning career development programme, will support to you to develop the skills, confidence and experience to progress your career within the Dimensions Group.
- We provide financial bonuses every five years through our Long Service Awards.

“Every individual makes a difference to the quality of support we provide, whatever job they do”

**Stella Cheetham**

**Group Director of People & Organisational Development**

“At Dimensions we believe that each and every role within the organisation contributes to achieving our organisational purpose: supporting people with a learning disability or autism to enjoy life to the full.

We encourage people from our central services to get out and about, to meet our operational colleagues and experience the work we do to support people.

We recognise that all of our roles have a vital contribution to make. We ensure that everyone is aware of the individual difference they can make to the quality of support we provide, whatever job they do.”



# Campaigns Manager

## Job description and person specification

**Accountable to:** Head of External Affairs

### Purpose of the role

The Campaigns Manager leads the development and delivery of impactful, evidence-led campaigns that raise awareness, influence policy and practice, and drive engagement with key audiences.

The role plays a vital part in improving the lives of people with learning disabilities and autism by shaping public attitudes and ensuring their voices are heard and represented authentically.

Working in co-production with people with lived experience, the postholder will ensure campaigns are inclusive, evidence-based, and aligned with Dimensions' values, contributing to meaningful and lasting change.

### Core duties

#### Campaign Strategy and Delivery

- Lead the development and delivery of integrated, insight-led and evidence-based campaigns that support organisational priorities and drive measurable impact.
- Translate strategic objectives into clear campaign plans, including goals, audiences, messaging, channels and evaluation.
- Manage campaigns end-to-end, ensuring delivery is high quality, on time, and within budget.

#### Influencing and Campaign Content

- Plan and deliver influencing content that supports organisational priorities and contributes to policy and practice change.
- Translate complex policy and evidence into clear, compelling public-facing messaging.
- Develop impactful, audience-focused content that combines evidence and lived experience, with a strong emphasis on video-led storytelling.
- Identify opportunities to engage mass audiences and drive action through compelling narratives and content.

#### Co-production and Lived Experience

- Work in co-production with people with learning disabilities and autism to shape campaign priorities, messaging, and delivery.
- Create opportunities for people with lived experience to contribute to and lead campaign activity, including as spokespeople.

### Stakeholder Engagement and Collaboration

- Build strong relationships with internal teams, including Involvement and Engagement, Resourcing, Communications, and Operations, to deliver joined-up campaigns.
- Work collaboratively with colleagues and managers to ensure campaign and partnership activity aligns with wider organisational objectives.
- Develop relationships with external partners, spokespeople, and storytellers to extend reach and identify new opportunities.

### Content and Channel Delivery

- Oversee the creation and delivery of engaging, accessible content across channels, with a focus on digital, social media, PR, partnerships, and video.
- Ensure consistent and impactful delivery across all touchpoints.

### Monitoring, Evaluation and Learning

- Set KPIs, monitor performance, and evaluate campaign impact using data and insight.
- Use learning to continuously improve future activity.

### Digital and Social Media

- Contribute to social media activity, including shared responsibility for monitoring channels and responding to opportunities and risks.

### Line management responsibility

- Provide line management to the Advocacy Lead and his PA, supporting their development, prioritisation and delivery of work.

### Please note:

This job description is not exhaustive and reflects the type and range of tasks, responsibilities and outcomes associated with the role.

In addition to the above you are expected to:

- Undertake other duties from time to time as required by your manager or Head of Department / Director.
- Maintain confidentiality in accordance with our data protection policy and procedure.

## Person specification

Qualifications		
Degree level or equivalent qualification in journalism, marketing, communications or a related field and evidence of continued professional development	Essential	Shortlisting/ Interview

Experience		
Experience of developing and delivering successful, integrated campaigns that achieve measurable impact.	Essential	Shortlisting/ Interview
Experience of creating engaging, audience-focused content across multiple channels, including strong experience of video-led storytelling	Essential	Shortlisting/ Interview
Experience of translating complex into clear, compelling public messaging.	Essential	Shortlisting/ Interview
Experience of working collaboratively with a range of internal and external stakeholders including people with lived experience.	Essential	Shortlisting/ Interview
Experience of evaluating campaign performance and applying learning to improve outcomes.	Essential	Shortlisting/ Interview

Skills		
Strong storytelling and content development skills. You should have experience using video as a storytelling tool, such as planning and scripting successful videos	Essential	Shortlisting/ Interview /
Ability to communicate complex information clearly and accessibly to different audiences.	Essential	Shortlisting/ Interview /
Strong planning and project management skills, with the ability to manage multiple priorities.	Essential	Shortlisting/ Interview
Ability to use data and insight to inform decisions and optimise campaigns.	Essential	Shortlisting/ Interview
Digital capability, including confidence using AI tools to support content creation, insight generation, and campaign delivery.	Essential	Shortlisting/ Interview

Ability to plan and manage multiple projects effectively.	Essential	Shortlisting/ Interview
Evidence of continued commitment to professional development	Essential	Shortlisting/ Interview

Knowledge and understanding		
Understanding of campaigning approaches, including behaviour change, digital-first and content-led campaigning and coproduction.	Essential	Shortlisting/ Interview
Understanding of how to use insight and evidence to shape effective campaigns.	Essential	Shortlisting/ Interview
Knowledge of digital platforms, content trends, and the role of video in audience engagement.	Essential	Shortlisting/ Interview
Awareness of issues affecting people with learning disabilities and autism (or ability to develop this quickly).	Desirable	Shortlisting/ Interview

Attributes		
Creative and strategic thinker with good judgement on what will engage audiences and drive impact.	Essential	Shortlisting/ Interview
Collaborative and proactive, with the ability to build strong working relationships across teams.	Essential	Shortlisting/ Interview
Adaptable and solutions-focused, able to respond to changing priorities.	Essential	Shortlisting/ Interview
Commitment to co-production and representing people's voices authentically and respectfully.	Essential	Shortlisting/ Interview



# Better Lives for More People

Dimensions provides evidence-based, outcomes-focussed support including sector leading positive behaviour support for people with learning disabilities, autism and complex needs. We help the people we support to be actively involved in their communities.



## Contact us

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## Find out more

[www.dimensions-uk.org/careers](http://www.dimensions-uk.org/careers)

Find us on social media @DimensionsUK

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