

Job Description - Campaigns Manager



This job description serves to illustrate the type and scope of what is required for the post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or level of responsibility entailed.

Section 1 - Job Details

Job title	Campaigns Manager
Directorate area	Research and External Affairs
Department/Team (if applicable)	Campaigns
Reports to	Head of Campaigns and Public Affairs
Direct reports	Senior Campaigns Officer and Campaigns Officer
Job Location	London office with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job Purpose

To support the delivery of the MS Society's influencing objectives by:

- Developing and managing the MS Society's campaigns function, creating and delivering a coordinated campaigns programme with colleagues in all nations of the UK
- Project managing complex cross-organisational campaigns activity with strategically sound and impact driven decision-making
- Leading the campaigns team to innovate, test and follow best-practice for campaigns and be a go-to internal expert on influencing and campaign mobilization tactics
- Line-managing the campaigns team and acting as member of the management community to support achievement of our organisational objectives.

Section 3 - Key Responsibilities/Accountabilities

	Responsibility/ Activity
1	Manage the activities and operational resources of the MS Society's campaigns function, creating and delivering a coordinated and strategic campaigns programme with colleagues in all nations of the UK and a coherent calendar of campaigns and to maximize opportunities for integrated engagement and communications
2	Develop, plan, project manage and evaluate complex cross-organisational campaigns activity with tactically sound and impact-driven decision-making
3	Contribute to the development of KPIs and monitor them accordingly, fostering a culture of learning and innovation, and leading the campaigns team to innovate, test and follow best-practice for campaigns to ensure MS Society campaigns are impactful
4	Contribute to the overall implementation of our influencing objectives and wider influencing activities, including developing strategic or tactical campaigns, identifying and advising on tactics for reactive campaign opportunities, and business planning
5	Represent the MS Society campaigns team externally and internally, identifying and building influential relationships with key stakeholders and supporters
6	Embed co-production across our campaigns activities
7	Line-manage and develop the campaigns team and act as member of the management community to support achievement of our organisational objectives

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of MS Society resources within scope of role, including optimising the use of subscriptions, memberships or paid platforms and making recommendations for how to get best value out of MS Society charitable spend
Staff/Volunteers	Work effectively and collaboratively with staff and volunteers across the MS Society, including providing support to junior and non-campaigns colleagues around campaign tactics and delivery
Budget	Making recommendations for optimising the value of our expenditure and maximising our charitable outputs
Key relationships	External affairs teams, volunteer, marketing, individual giving, digital and content teams.
Information security/ data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned by the MS Society, including following data governance policies and processes for campaign data and appropriate use of internal and external technology

Section 5 – Key deliverables

	Measures of success
1	Campaign function is well-managed, informed by best-practice and sound tactical decision-making, and is effectively coordinated internally and externally
2	Campaign actions and communications are mobilising and inspiring to our audiences, increasing and deepening engagement and reach
3	Co-production is a consistent thread throughout our campaigns planning and delivery cycles, including a range of activities from the co-production ladder of engagement

Section 6 – Competencies and contribution

Competency	Level required (see below)	B	E	A	T
Fosters co-production	3		X		X
Open to change and innovation	4	X		X	
Sound decisions	3		X	X	
Collaborative working	3				X
Effective communication	4			X	X
Outcome focussed	3	X			X
Inclusivity	3				X
Accountability	3	X	X	X	X
Tech savvy	3	X		X	

Level	
5	Strategic – Senior management and/or strategic responsibility requiring wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.
4	Expert/Recognised authority – Responsible for managing significant resource (people, budget etc) associated with the function/activity. Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges.
3	Complex - Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical qualification on complex information or raw data for typically non-

	routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.
2	Enhanced - Roles with or without line management responsibility but accountable for casework/ face to face service provision/ internal/external process and or people (including volunteers) e.g. first line managers of people or process. Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and/or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.
1	Foundation – roles make an individual contribution to the MS Society with no process or line management responsibility. Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.

Section 7 - Learning & Development requirements

Foundation (mandatory)	
Additional internal learning or courses required for role	All internal mandatory training to be completed within 6-months. Training on CRM and technical and campaign platforms as required.
Other professional training or qualification required	

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the Job)

Requirement	Essential	Desirable	Tested*
Substantial experience of working in a campaigning environment, including of developing and delivering creative tactics to engage and mobilise campaigners	X		A / I P
Excellent project management skills, including of long-running programmes of work and or complex cross-organisational or multi-disciplinary projects, with a proactive, flexible, and impact-driven approach with a solutions-focused attitude to problem-solving	X		A / T / I P
Interest in continuous improvement and innovation, and an appetite for embedding a culture of learning, innovation and best-practice into an impact-driven and high-performing campaigns team	X		A / I P
Strategic awareness and proficient knowledge of how government and parliament functions, including an excellent understanding of the range of influencing tactics that can be deployed to campaign effectively, when to choose one tactic over the other, and how to apply this knowledge to shape collaborative campaigns to be impact-driven	X		A / T / I P
Excellent verbal, presentation and written communication and interpersonal skills, with the ability to influence a wide range of stakeholders, to adapt messaging to win over your audience and to write engaging and punchy campaigns copy	X		A / T / I P
Excellent digital literacy and IT skills, including experience of optimising the use of CRMs and a high-level of competency in building and launching e-campaign actions (e.g. emails, petitions, polls, etc.) and an ability to pick up new technology and systems easily and at pace	X		A P

Enhanced expertise to identify, track and optimise data capture and analysis to apply insight and learnings to improve our campaigns activities and increase our impact	X		A / T / I P
Experience of supporting, mentoring or coaching junior colleagues, acting as a team leader for an activity or piece of work, and providing constructive feedback to others	X		I P
Experience of line management		X	I / P
Experience working directly with volunteers or supporters, facilitating groups or delivering training and capacity building activities		X	I P
Experience of working on issues that impact disabled people and or people with long-term health conditions		X	I P

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

Section 9 – Additional Information and Requirements

Confidentiality	Ensure that essential information of a sensitive and or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation and requirements.
Equality, diversity and inclusion	Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices. As a charity whose primary focus is to support and improve outcomes for disabled people. We expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by disabled people whilst working with us. As well as adopting an inclusive approach and embedding EDI principles in their day to day work.
Health and safety	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
Safeguarding	MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Background checks and Disclosed Barring Service checks will not be required for this role.
Digital, data and Technology	Competently utilise technology to perform the role including internet-based voice and video calls, Microsoft Office applications, the MS Society intranet, human resource and finance systems, case management system software and other bespoke MS Society software and applications.
Key contacts and relationships	Establish, maintain and promote positive internal and external relationships and represent MS Society when appropriate at external meetings and events within the scope of the role.
Unusual specific physical or mental demands associated with the role	None

Travel requirements	Occasional attendance to the office or meetings in London, and other parts of the UK for campaigns or team activities. This role will be contracted to the London office and as such travel to London or the London office will not be reimbursed. Travel to other MS Society offices or locations will be reimbursed.
Unsocial hours	Occasional out of hours working and or travel. TOIL can be claimed, as per MS Society's TOIL policy

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