

Role Profile: Campaigns Officer

Role updated: 25/02/25

Department	Division	Location	Salary Band
Income and Public Engagement	Church and Community	UK Any	E high
Reports to	Matrix Manager	No. of direct reports	Value-based behaviour
Campaigns Advisor		0	Individual Contributor

Purpose

Lead on the delivery of Christian Aid campaigns aimed at both movement building (through the development of supporters' agency and ability to lead campaigns) and mobilisation (encouraging key audiences in the church and the wider to public to achieve strategic policy, legislative and culture change). Developing and delivering high impact plans, tactics and activities that align with the strategies developed for campaigns, in relation to supporting churches and community groups (with a focus on Black Christians, Pentecostal and Charismatic Churches, and young adult Christians) and mobilising supporters to engage advocacy targets in political, private sector or in church environments.

Main Areas of Responsibility & Accountability

- Develop and implement movement building and mobilisation strategies, tactics and plans for Christian Aid's core campaigns, proactively identifying opportunities for meaningful change.
- Materials are created, communications events are developed and delivered, and campaign tools are rolled out for target audiences that engage and inspire a deeper understanding of how to approach global justice and poverty issues; and that engage and inspire them to undertake campaign actions and maximise impact.
- Organising opportunities are developed, tested and learnt from to support churches and other public audiences in the delivery of core campaigns.
- Digital opportunities are maximised to mobilise church and other public audiences at scale to influence advocacy targets on core campaigns.
- Young Adult Christians are resourced and supported, deepening their understanding about issues of global justice and poverty, and empower their own agency to tackle these issues and to be a key part of campaigns.
- Organising and power building principles are embedded in campaign strategies and tactics and meet organisational values and goals.
- Ensure coalition campaigning is influenced and/or led (where appropriate) by Christian Aid and meets organisational values and goals.
- Campaigns Volunteer roles are created, recruited and effectively managed, creating a culture of continuous learning and improvement.
- Collaborate with staff across IPE, ensuring they are supported to engage their key audiences and involved with movement building and mobilisation, embracing a team mindset aligned with organisational values and goals.

Key Decisions

- In collaboration with the Campaigns Advisor, makes decisions about movement building, organising and mobilisation approaches to support on specific campaign and broader strategies to maximise impact. Develops movement building, organising and campaign resources and activities to mobilise supporters that are endorsed by the Campaigns Advisor.
- Budgetary authority (if applicable): None

Problem Solving

- Advise on the development and methodology of tactics and use of resources to the Campaigns Advisor and the Campaigns & Youth Lead, taking into account changing external opportunities and challenges.

Key Interfaces

- Advise on issues of justice in relation to specific activities within campaigns, ensuring communication is clear and understanding is achieved to maximise high impact engagement.
- **Internal:** Church Relations, Church Fundraising and Engagement, Communications and UK Influencing Teams.
- **External:** Church organisations and other NGOs.

Knowledge, Skills and Experience

Essential:

- Knowledge of campaigning, activism and organising methodologies and techniques: how to promote a campaign and mobilise a wide range of supporters to win campaigns.
- Proven project management skills.
- Experience of campaigning (preferably in a community or church-based context) and movement building including digital campaigning, resource-production, event management, writing and marketing.
- The ability to communicate complex messages creatively and effectively to diverse audiences through a range of different media.
- Experience of breaking down complex issues into engaging and accessible material, e.g. leaflets, flyers, posters, web content, e-actions and social networking tools.
- The ability to work collaboratively with a wide range of stakeholders at all levels of an organisation.
- The ability to lead workshops and facilitate training.
- Substantial experience of developing or supporting networks of activist groups.
- Demonstrable understanding of UK churches in their diversity and of the UK campaigning environment.
- Strong mentoring skills

Desirable:

- Experience of delivering campaigns and movement building within a Christian/Church context.
- Experience working with young adults and young people.
- Experience of public speaking.
- Experience of lobbying and/or advocacy.

Travel

In Country: Occasional

Global: No travel