

Campaigns Officer

Job Description and Person Specification

Reporting to: Campaigns Manager in the Campaigns Team.

Location of work: Home based with the expectation of working from the London office at least one day a month to meet with Campaigns Manager, and when required for occasional in-person meetings, team and departmental away days etc. The role may involve some travel throughout England and Scotland.

Contract type: Ideally full-time, 35 hours per week, although part time / flexible hours may be considered, minimum 28 hours per week. The role will require occasional evening and weekend work.

Contract Length: Permanent.

Salary: £31,500

BACKGROUND

Magic Breakfast is a registered charity providing healthy breakfasts to children and young people in the UK who arrive at school too hungry to learn, and expert support to their schools. Over 200,000 children and young people are on roll at Primary, Secondary, ASL / Special Educational Needs Schools and Pupil Referral Units that the charity works with, in disadvantaged areas of Scotland and England. Providing breakfast ensures that children start their school day with the energy and nutrition they need to be able to make the most of their morning lessons. Magic Breakfast also undertakes research, and campaigns for long-term solutions to end hunger as a barrier to learning.

This is an exciting time to join Magic Breakfast if you wish to make a difference to the lives of children. We are expanding our team to meet the challenge of ending child morning hunger, both for now and for good.

JOB PURPOSE

Magic Breakfast's mission is to end child morning hunger in the UK now and for good. The Campaigns Team develops strategy, creates plans and manages campaigns on issues and policy to influence key stakeholders and build public support to create systemic change and eliminate child hunger for good.

We are looking for a Campaigns Officer to join our small team to support the Campaigns Manager design, deliver and evaluate integrated and impactful campaigns in support of Magic Breakfast's policy and advocacy objectives, including the designing, resourcing and creation of meaningful actions to communicate key messages to decision-makers, the media, supporters and the public.

You will be joining our campaigning work at a crucial point as we aim to grow our campaigner base, mobilise more people and carry out strategic campaigns within the context of an approaching general election and beyond with the new government. The role will work closely with colleagues across the Department and organisation to increase the impact of our advocacy messages and campaigns.

KEY RESPONSIBILITIES

- Contribute to the development of campaign strategies, tactics and ideas.
- Contribute to successful delivery of campaigns from start to finish, including liaising with other teams to develop activities and strategies, helping design and create on and offline actions, coordinating events, drafting supporter emails and campaign materials.
- Provide campaign project management support such as developing and maintaining project timelines, collecting and monitoring data, coordinating campaign project planning meetings, maintaining meetings schedule and internal comms during campaigning cycles.
- Engage with wider campaigning sector to seek inspiration for campaign tactics and best practice from outside the organisation so Campaigns Team can pilot and test ideas to improve effectiveness of our campaigns.
- Draft and produce content for print, website and social media in collaboration with Brand & Marketing team and updating the internal content calendar with key dates and events to inform our content and planning.
- Support Campaigns Manager to grow our supporter base for campaigning purposes through identifying and mobilising key audiences, and the development of engaging supporter journeys.
- Support Campaigns Manager to actively seek opportunities for people with lived experience of morning hunger, including children and young people, to participate in our campaigns and use their voice to influence systemic change.
- Support Campaigns Manager and other relevant teams in the sourcing and creating of compelling story-telling content to engage with existing and new audiences.
- Represent Magic Breakfast in key coalitions and alliances, liaising and coordinating with colleagues to make sure Magic Breakfast campaigns and aims are supported through coalition work, attend external meetings and support the delivery of joint actions, projects and campaigns.
- Maintain and develop Campaigns Team processes including maintain information on databases up to date and relevant (Sharepoint, Salesforce, intranet, web pages).
- Act as point of contact on campaigning work and plans for colleagues; participate in proactive internal comms to promote the work and priorities of the Campaigns Team.

General

- Uphold a positive working culture that keeps children and young people at the heart and encourages openness, collaboration, bravery, compassion and a solutions-focussed approach.

- Work collaboratively across the organisation more widely to build good working relations across the organisation and provide ad-hoc support to other teams and members of staff.
- Adhere to all Magic Breakfast policies and procedures and ensure that all activity is compliant with current legislation, GDPR and child safeguarding requirements.
- Participate in occasional work-related events at external venues and perform support related activities as required be willing to undertake occasional work outside of regular office hours and UK travel.
- Undertake any other duties commensurate with the role.

PERSON SPECIFICATION

Knowledge and experience

- Experience of working in teams to plan, develop and deliver advocacy or policy or comms campaigns using online and offline tactics.
- Experience of communicating complex policy and advocacy issues compellingly to motivate people to take action.
- Experience of coordinating project work within a team.
- Experience of working with multiple stakeholders on shared goals and objectives.
- Experience working with or supporting people with lived experience to participate in campaigns.
- Experience of using Microsoft Office and CRM data bases.
- Desirable: experience of using digital campaigning tools such as email and campaigning platforms.

Skills and abilities

- Ability to manage competing priorities and organise own workload and using own initiative.
- Ability to work well in a small team with a positive and collaborative approach to work.
- Excellent written and verbal communication skills including ability to manage sensitive information.
- Strong interpersonal skills to build effective working relationships with a range of stakeholders.
- Project management skills, with the ability to manage multiple tasks and deadlines.

Other

- Passion and commitment to Magic Breakfast's aim of alleviating morning hunger as a barrier to learning for children in the UK.
- Share Magic Breakfast's commitment to Diversity, Equality and Inclusion within the workplace.
- Experience of working for a charity, especially in the area of children and young people, with in an HR role desirable but not essential.

- Participate in occasional work-related events at external venues and perform support related activities as required be willing to undertake occasional work outside of regular office hours and UK travel.