

Campaigns Officer



We want to be here for every older person, especially those who need us the most because of health and care needs, loneliness or low income. Some older people are more likely to be in these groups and/or to be left behind than others. Advocating with and on behalf of older people like these is crucial to our work as a charity. And because their needs range so wide we influence widely too, including the private sector and regulators, as well as Government, Parliament and the NHS.

The job, in a nutshell

Your job is to develop and lead elements of Age UK's campaigning work, with the overarching aim of creating sustainable change for older people in line with our strategy and goals. You'll be part of a team developing and implementing creative and effective campaigns that really hit home and produce results. You will work with older people to tell their stories, build campaigner actions using our online platform, organise campaigning events such as hand-ins to Downing Street and much more. To achieve change you will work collaboratively with the rest of our high performing External Affairs team, other Age UK colleagues, our network of brilliant local Age UKs, and other charities and organisations that share our campaigning aims. You will also have access to one of Age UK's best campaigning assets: several hundred thousand campaigners, many of them older people, who work with us to influence change.



"I love working at Age UK. The external affairs team is really close-knit and together we make a big impact! We also have incredibly dedicated campaigners and storytellers who support us – I feel really lucky to get to work alongside them."

Eorann Lean
ACTING HEAD OF
EXTERNAL AFFAIRS

Our values



Collaborative



Impactful



Ambitious



Inclusive

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What you'll do for us

- Support the development and implementation of creative and effective campaign strategies to change public policy, including planning, delivery and evaluation.
- Run complete projects that enable delivery of campaigns, such as organising a petition hand-in or co-ordinating the filming of a campaign video from start to finish.
- Build online campaigner actions using our platform Engaging Networks.
- Support the engagement and involvement of older people's voices, working with case studies and writing campaign reports so older people's voices are at the heart of our campaigns.
- Create and write a range of communications content for different platforms and audiences, such as writing emails to thousands of our campaigners or communications for MPs.
- Evaluate the success of campaigns and engagement of our campaigners.
- Develop and maintain excellent working relationships with internal and external stakeholders, for example our Brand and Content team.

Must have:

- Excellent project management skills.
- Experience of organising events.
- Excellent written and oral communication skills.
- Experience of writing persuasive communications to engage a range of supporters online and offline.
- Understanding of political processes and key decision-making environments, including the UK Parliament.
- Ability to manage a complex workload, set priorities and meet tight deadlines.
- Good interpersonal skills and ability to develop and sustain professional working relationships.
- Ability to be proactive and flexible, and to identify new opportunities.
- Strong interest in creating change and passion for social justice.

Location

Hybrid / London

People management

No

Division

Influencing



ageuk.org.uk

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

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Great to have:

- Knowledge and experience of campaigning both online and offline.
- Some knowledge of the issues affecting people in later life.
- Experience using Engaging Networks or other campaigning platform.

Any other details:

Requirement to attend team meetings in person at least once a month and to be available to support meetings and events in London when required. There is a requirement to travel and occasionally to stay overnight (e.g. running events in different parts of the country, party conferences or filming storytellers in different parts of the country); some out of hours working (e.g. occasional evening Parliamentary events).

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