

Role Description

Digital Campaigns Specialist

Chapter:	Activate
Salary range:	£34-37K per annum
Hours:	35hrs
Location:	Home-based
Contract:	Permanent
Level of disclosure check:	Basic

Principal contacts

a) Internal

- Chapter (Team) Lead – Activate.
- Chapter Members – Activate (responsible for campaigning and influencing across the UK).
- Other chapters (teams), particularly those responsible for external communications, content creation, engaging with families, data analysis and provision of specialist advice.

b) External

- Policymakers, including at a local and national level.
- Campaigning organisations and coalitions.
- The National Deaf Children's Society volunteers and local groups.
- Families, deaf children and young people and other supporters of deaf children.

About the Activate Chapter

A Chapter is a group of people with similar skills and specialisms. You will sit in the Activate Chapter, which influences, persuades, and engages with decision-makers across the UK to ensure that deaf children and their families receive the support they need from public bodies and services.

About the role

You will use your understanding of digital campaigning and work closely with others to influence and deliver exciting integrated campaigns to achieve positive systemic change for deaf children and their families across the UK.

As a Chapter Member at the National Deaf Children's Society, you'll be in a Chapter of like-minded and skilled specialists, experts, and emerging experts. In the Activate Chapter, this means people with skills in campaigning and influencing across the UK.

Every Chapter Member has a vital role to play, sharing their skills, knowledge and experience and learning and developing together. Led by the Chapter Lead, all Chapter Members will value and respect each other's contribution and learn and develop collaboratively.

You will be a self-organised, passionate, and skilled campaigner who works with energy and pace. You will have up-to-date knowledge of digital approaches for engaging people in campaigns, effective supporter journeys, and mobilising campaigners. You're passionate about working as part

of a team and sharing and developing your skills, knowledge, and expertise in a collaborative environment.

We use Agile ways of working, so much of your time would be spent working in small squads, delivering our priority campaigns, and developing new campaign tools. This involves following agile values and principles and working collaboratively with the product owner and colleagues to deliver on the strategic objectives and value for our customers. You'll be given direction on what needs to be achieved in line with our organisational strategy and the freedom to achieve it.

What might a day in the life look like?

- Developing effective campaign tactics with other colleagues across the organisation to integrate campaigning messages and maximise our reach, engagement and impact.
- Taking part in campaign squads to help build, test, and deliver priority campaigns and campaign tools that will make a lasting difference to deaf children and their families.
- Sharing campaign skills and experience of using effective tactics with colleagues within the Activate Chapter, coaching others and learning and developing together.
- Developing compelling campaign messaging and motivational calls to action, and overseeing written materials for external audiences, including MPs and campaigners.
- Finding innovative ways to engage supporters and bringing the latest campaigning techniques and thinking into the organisation.
- Building collaborative relationships with colleagues to gather information to support, grow and test our campaigning activity, reaching out to priority audiences and aligning with our strategy.
- Maintaining knowledge and demonstrating best practice in campaign strategies; campaigner engagement; campaign messaging; and campaign tools.
- Monitoring and reporting on campaigning activity and impact, using our Campaigner Engagement Index.
- Occasional travel for face-to-face meetings across the UK.
- Reflecting on progress and performance - always looking to improve and keep momentum.

Who are you?

- You're passionate about working as part of a team and sharing and developing your skills, knowledge, and expertise in a collaborative environment.
- You have a can-do attitude and are focused on achieving outcomes.
- You have an open mindset and embrace new concepts and ideas.
- You're a natural collaborator.
- You're adaptable within a changeable environment.

What will be in your toolkit?

- Strong digital skills.
- Comfort with ambiguity.
- Bravery, courage and an appetite for risk-taking.
- An exclusive focus on customers.
- An enthusiasm for giving and receiving continual feedback.

Disclosure check

This role requires a basic disclosure check. This role will work in a position of trust and responsibility within the charity.

Our expectations

We expect all staff to:

- abide by and promote our Vision and Values, our Informed Choice policy, Code of Conduct and Equal Opportunities Statement.
- take responsibility for promoting and safeguarding the welfare of children and young people.
- develop deaf awareness and British Sign Language (BSL) skills whilst employed with the charity.

Person specification: Digital Campaigns Specialist

Essential Criteria	How it is measured A – Application I – Interview T – Test or Presentation Q - Qualification
1. Experience in a public affairs, marketing, political or campaigning environment, including experience working with others to design and deliver successful influencing campaigns to meet strategic objectives and maximise impact	A, I
2. Knowledge of the latest approaches for engaging people in campaigns, effective supporter journeys and mobilising campaigners, using data and insight.	A, I
3. Strong digital skills. Confident in using a variety of digital campaigning tools, including Engaging Networks or similar, and evaluating impact.	A, T
4. Able to assimilate complex ideas and issues quickly, and to identify and develop appropriate solutions and responses, designing effective campaigning responses.	A, T
5. Accurate creative writing skills with a proven ability to compose effective and compelling campaign messaging for online actions, emails, and social media. You should demonstrate consistent attention to detail and competent editing and proofreading skills.	T
6. Strong interpersonal and communication skills. Including the ability to brief others, for example, on digital tools, their use, and their impact.	A
7. You have a can-do attitude, are focused on achieving outcomes, and willing to embrace new concepts and ideas.	A, I

Desirable Criteria	How it is measured I – Interview T – Test or Presentation Q - Qualification
1. Knowledge of political/parliamentary processes and how to influence politicians in one or more nations of the UK.	T, I

2. Experience involving people with lived experience in campaigning.	I
3. You understand and have experience in complying with campaigning regulations	I
4. Experience of using Campaign Engagement Index's or similar metrics to improve the effectiveness of campaigns	I
5. Sound understanding of Agile values and principles.	I
6. BSL Level 1 or above, a good level of deaf awareness and/or working towards BSL level 1 or above. Understanding and experience of deafness and British Sign Language skills or a willingness to learn.	I, Q, T
7. Confident in using Customer Relationship Management (CRM) databases with a good overall understanding of the applications of such systems.	I