

## JOB DESCRIPTION

<b>Job Title</b>	<b>Campaigns Officer</b>
<b>Department</b>	Policy and Influencing
<b>Reporting to</b>	Campaigns Manager
<b>Line Manages</b>	N/A
<b>DBS check requirement</b>	Basic DBS
<b>Location</b>	Avonmore Road, London W14 8RR (with hybrid working)

## JOB PURPOSE

The Campaigns Officer is central to driving forward strategic national campaigns, project managing creative and accessible campaign activity which mobilises supporters to take action and ensures their voices are heard by decision makers.

The role is part of the Policy and Influencing department, working with policy, campaigns and public affairs professionals.

## KEY RESPONSIBILITIES

Working with colleagues across the Policy and Influencing department, and the wider organisation, the successful candidate will:

- Develop and deliver high impact, strategic national influencing campaigns that apply pressure to decision makers and change policy and practice, with support from the Campaigns Manager.
- Build, retain and support Independent Age's email network of campaigners, enabling them to both inform, and get involved with, our activity.
- Identify and recruit people with lived experience to share their story, including by attending events and visiting local groups.
- Write campaign content - including e-mails, e-actions, web copy and briefings - that is creative and accessible, to maximise people's involvement with our work.
- Work closely with colleagues in Marketing and Communications to project manage the production of engaging collateral such as films, infographics, toolkits and leaflets.
- Build strong relationships with colleagues and volunteers, keeping them updated and engaged in our campaign activity.
- Regularly evaluate campaign activity and share learnings with colleagues.
- Some requirement to travel for the role, which may involve overnight stays.

## General Responsibilities

- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination.
- Model and embed Independent Age's values and behaviours.
- Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.
- Undertake any other duties commensurate with the level of the role.

## How We Work

At Independent Age, we live by our values and EDI principles.

Our Values are that we are:

Purpose-driven - the experience, needs and views of older people are central to everything we do

Compassionate - we listen, care and take action

Expert - our work is evidence-based and solution-focused

Collaborative - we work in partnership to maximise our impact

Accountable - we work with integrity and transparency

Inclusive - we value diversity and always treat everyone fairly with dignity and respect

To put our EDI Principles into practice, we will:

- proactively challenge ageism and other forms of discrimination throughout our work
- celebrate and champion diversity within and outside our charity and create a culture where everyone knows that they belong
- develop our leaders so they can act as role models and champions and our staff so they can embrace these principles and apply them in their work
- deliver equity of opportunity for our staff, volunteers and the people who use our services whether they have a protected characteristic or not
- ensure our strategy, policies and actions are integral to our annual planning processes to ensure that we deliver our goals and that our values are central to their delivery
- commit to setting target indicators for diversity and regularly review progress
- collect data to enable us to track our progress
- be publicly accountable and transparent about our progress
- use our influence to proactively champion the principles of EDI internally and with external partners
- continuously improve, adopt best practice and learn from and share with others

## PERSON SPECIFICATION

### **Essential:**

- Strong knowledge of how national campaigns can influence decision makers, including how policy, public affairs and campaigns interact to create positive change.
- Excellent interpersonal skills with experience supporting people to get involved with a range of online and offline campaign activity.
- Ability to devise engaging and creative activities that people will be able, and want, to take part in.
- Experience of building and maintaining good working relationships with a variety of internal and external stakeholders.
- An understanding of the issues faced by older people.
- Proven ability to write content for a range of platforms and publications, translating complex ideas into simple messages.
- Strong verbal communication skills, able to convey messages in an engaging and succinct way.
- Ability to work independently, prioritise effectively and meet deadlines.
- Strong IT skills including use of Microsoft Office packages.
- A demonstrable passion for, and affinity with, our cause.

### **Ideally you will have:**

- Experience of using e-campaigning software and content management systems.
- Experience using contact databases.
- Knowledge of policy and procedure concerning data governance and protection.
- Understanding of Westminster, local government and the parliamentary process.
- Experience of involving older people, or those with long term conditions, in campaign activity.