

Job Description – Senior Campaigns Officer



This job description serves to illustrate the type and scope of what is required for the post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or level of responsibility entailed.

Section 1 - Job Details

Job title	Senior Campaigns Officer
Directorate area	Research and External Affairs
Department or Team	Campaigns
Reports to	Campaigns Manager
Direct reports	None
Job Location	Office based in London with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job Purpose

<p>To support the successful delivery and impact of the MS Society's campaigning by:</p> <ul style="list-style-type: none">• Project managing and delivering key campaigns on issues that affect people with MS• Providing insight and expertise into campaign tactics, best practice, latest industry learnings and optimisation of digital actions• Effectively mobilising our audiences to get involved in and shape the MS Society's campaigns

Section 3 - Key Responsibilities and Accountabilities

	Responsibility or Activity
1	Develop, plan project manage and evaluate a suite of campaigns in collaboration with staff and supporters
2	Provide timely and tactical insight and expertise to shape both our reactive and proactive campaigns activities, sharing best practice and actively contributing to a culture of learning and innovation
3	Build digital campaign actions and supporter emails using relevant tech platforms
4	Support effective communication between teams to coordinate a coherent calendar of campaigns and maximise opportunities for integrated engagement and communications
5	Monitor and track KPIs and campaign trends and make appropriate recommendations to ensure MS Society campaigns are impactful and informed by robust data where appropriate
6	Embed co-production into our campaigns activity
7	Contribute to the overall implementation of our influencing objectives and wider influencing activities

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of MS Society resources within scope of role, including optimising the use of subscriptions, memberships or paid platforms
Staff and Volunteers	Work effectively and collaboratively with staff and volunteers across the MS Society, including providing support to junior and non-campaign colleagues around campaign tactics and delivery
Budget	Making recommendations for optimising the value of our expenditure and maximising our charitable outputs
Key relationships	External affairs teams, volunteer, marketing, individual giving, digital and content teams
Information security and data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned by the MS Society, including following data governance policies and processes for campaign data and appropriate use of internal and external technology

Section 5 – Key deliverables

Measures of success	
1	Campaign activities under role's delegated responsibility are effectively project-managed, informed by best practice and sound tactical decision making and are well coordinated internally and externally
2	Campaign actions and communications are mobilising and inspiring to our target audiences, increasing and deepening engagement and reach
3	Co-production is a consistent thread throughout our campaigns planning and delivery cycles, including a range of activities from the co-production ladder of engagement

Section 6 – Competencies and contribution

Competency	Level required (see below)	B	E	A	T
Fosters co-production	2		X		X
Open to change and innovation	3	X		X	
Sound decisions	2		X	X	
Collaborative working	2				X
Effective communication	3			X	X
Outcome focussed	2	X			X
Inclusivity	2				X
Accountability	2	X	X	X	X
Tech savvy	3	X		X	

Level	
5	Strategic – Senior management and/or strategic responsibility requiring wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.
4	Expert/ Recognised authority – Responsible for managing significant resource (people, budget etc) associated with the function/activity. Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges.
3	Complex - Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical qualification on complex information or raw data for typically non-routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.

2	Enhanced - Roles with or without line management responsibility but accountable for casework/ face to face service provision/internal/external process and or people (including volunteers) e.g. first line managers of people or process. Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and/or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.
1	Foundation – roles make an individual contribution to the MS Society with no process or line management responsibility. Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.

Section 7 - Learning & Development requirements

Foundation (mandatory)	
Additional internal learning or courses required for role	All internal mandatory training to be completed within 6 months. Training on CRM and technical and campaign platforms as required.
Other professional training or qualification required	

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the Job)

Those that are marked as essential and will be tested at application stage (A) will be used as shortlisting criteria for determining who will be invited to interview.

Requirement	Essential	Desirable	Tested*
Experience of working in a campaigning environment, including developing creative tactics to engage and mobilise supporters, with excellent written and verbal communication skills, including in campaign and digital first copywriting.	X		A, T, I, P
Experience of planning projects and or project management with a proactive, flexible, and impact driven approach, ideally within a campaigns or influencing environment.	X		A, T, I, P
A good understanding of the range of tactics that can be deployed to campaign effectively and when to choose one tactic over the other.	X		A, T, I, P
Experience of using initiative and applying effective problem solving techniques when the situation demands.	X		A, I, P
Commitment to collaboration within and outside of your immediate team and experience of supporting joint working.	X		A, I, P
Excellent IT skills, including experience of building and launching e-campaign actions (e.g. emails, petitions, polls, etc.) and an ability to pick up new technology and systems easily and at pace.	X		A, P
Good organisation, prioritisation and workload management skills.	X		A, I, P
Experience working directly with volunteers or supporters to co-produce campaigns, or of facilitating groups or delivering training and capacity building activities.		X	I, P
Experience of working on issues that impact disabled people and or people with long term health conditions.		X	I, P

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

Section 9 – Additional Information and Requirements

Confidentiality	Ensure that essential information of a sensitive and or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation or requirements.
Equality, diversity and inclusion	<p>Ensure all duties are carried out in a manner which promotes the MS Society’s equality, diversity and inclusion policies and practices.</p> <p>As a charity whose primary focus is to support and improve outcomes for disabled people. We expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by disabled people whilst working with us. As well as adopting an inclusive approach and embedding EDI principles in their day to day work.</p>
Health and safety	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
Safeguarding	MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Background checks and Disclosed Barring Service checks will not be required for this role.
Digital, data and Technology	Competently utilise technology to perform the role including internet-based voice and video calls, Microsoft Office applications, the MS Society intranet, human resource and finance systems, case management system software and other bespoke MS Society software and applications.
Key contacts and relationships	Maintain and promote positive internal and external relationships and represent MS Society when appropriate at external meetings and events within the scope of the role.
Unusual specific physical or mental demands associated with the role	None
Travel requirements	Occasional attendance to the office or meetings in London, and other parts of the UK for campaigns or team activities.
Unsocial hours	Occasional out of hours working and or travel. TOIL can be claimed, as per MS Society’s TOIL policy

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