



MEDICAL AID FOR **PALESTINIANS**

JOB DESCRIPTION

Job Title	Campaigns Manager
Location	50 Featherstone St, London, EC1Y 8RT
Mission	Medical Aid for Palestinians (MAP) works for the health and dignity of Palestinians living under occupation and as refugees. MAP is the leading UK charity delivering health and medical care to those worst affected by conflict, occupation and displacement, in the occupied Palestinian territory and Palestinian refugee camps in Lebanon.
Job Purpose	The Campaign Manager will play a critical role in designing, leading, and implementing impactful campaigns that raise awareness, mobilise public support, and drive engagement with MAP's mission. Working closely with the Advocacy, Communications, Programme, and Fundraising teams, the postholder will ensure campaigns integrate across MAP's strategic priorities, amplifying MAP's voice and advocating for the health and dignity of Palestinians.
Hours	Full-time
Reporting to	Head of Advocacy and Campaigns
Key Internal Relationships	Advocacy and Campaigns Team; Fundraising Team; West Bank Team; Lebanon Team, Gaza team.
Key External relationships	Campaign coalitions and NGO partners, MAP supporters and volunteers, medical staff and community members campaigning for MAP
Contract	Permanent

This job description does not form part of your contract of employment and can be amended from time to time as the needs of the organisation require.

DUTIES AND KEY RESPONSIBILITIES

1. Campaign Strategy and Planning

- Lead the development of a cohesive campaigns strategy that aligns with MAP's mission, vision, and values, and MAP's advocacy, communications and fundraising objectives
- Design and implement innovative, impactful campaigns, ranging from tactical, time-bound action and longer-term influencing initiatives, to drive MAP's advocacy goals
- Identify and analyse influencing opportunities and target audiences and stakeholders, set measurable goals, and work with communications colleagues create compelling messaging and narratives to motivate, inspire and mobilise specific audiences to affect change.
- Work closely with advocacy and communications colleagues in Palestine to develop participatory modalities for the development and implementation of campaigns, and ensure MAP's campaigns are informed by and promote Palestinian voices and perspectives.
- Work with the VIP and Artist Engagement Manager to harness the profile and talent of MAP's celebrity supporters to expand the reach and impact of MAP's campaigning initiatives.

2. Campaign Implementation and Coordination

- Oversee the development and delivery of campaigns across multiple channels, including digital campaigns, stunts and public events.
- Collaborate with fundraising, advocacy and communications colleagues to ensure MAP's campaigns are cohesive and integrative and create effective supporter journeys that enable people to deepen their engagement with MAP's mission and encourage sustainable long-term participation.
- Foster collaboration and joint planning across teams around key influencing and campaigning moments, to ensure alignment and cohesion in MAP's efforts to maximise impact across overlapping advocacy, communications and fundraising objectives.
- Manage procurement and relationships with external agencies, consultants, and partners involved in campaign delivery.

3. Community and Public Mobilisation

- Develop opportunities and methodologies for community-based, grassroots campaigning, identifying individuals, groups and networks who can promote MAP's advocacy messages and enhance our impact.
- Develop and nurture strategic relationships, coalitions and networks with whom MAP can collaborate to enhance the impact of our advocacy, for example health workers in Palestine, UK or globally, trade unions, and civil society groups.

- Train and empower campaigners, equipping them with the skills, information and resources they need to advocate effectively for MAP's mission and amplify the voices of affected communities.

4. Campaign Content Development

- Work with the Communications team to create and oversee campaign materials such as social media content, videos, infographics, toolkits, and supporter action guides,
- Ensure all campaign materials are consistent with MAP's voice, values, and strategic messaging and are driven by Palestinians, including the communities we serve and partners we work with
- Develop innovative and creative approaches to engage MAP supporters and new audiences in MAP's work.

5. Monitoring, Evaluation, and Learning

- Track, analyse, and evaluate the performance of campaigns, ensuring key learnings are captured to inform future efforts.
- Use data and supporter feedback, as well as insights from the communities MAP serves, to improve campaign effectiveness and maximise engagement.
- Produce campaign impact reports and present findings to key stakeholders.

General Responsibilities

- Support the mission, ethos and values of MAP.
- When needed, support the Head of Team in managing the team (acting up) and provide cover support during annual leave and busy periods.
- Support media and communications functions as required.
- Carry out other associated duties as may arise in line with the broad remit of the position.
- Support and promote diversity and equality of opportunity in the workplace.
- Work collaboratively with others in all aspects of our work.

PERSON SPECIFICATION

Experience and knowledge

- Proven experience in developing and leading campaigns ideally within the humanitarian, or human rights sector.
- Experience mobilising the UK public and/or communities on issues related to human rights, conflict, or the Middle East, particularly Palestine.

- Strong understanding and experience in digital campaign actions and tactics.
- Understanding of the key principles of meaningful participation in the co-design of campaign strategies and activities.
- Strong project management skills, with the ability to take on entire projects, coordinate inputs, and work independently to deliver results.
- Experience of using research and data to create powerful campaign strategies and content.
- Demonstrable experience designing and implementing integrated campaigns that drive engagement and achieve measurable outcomes.
- Ability to scope and lead grassroots mobilisation initiatives, including training and supporting campaigners.
- Strong communication skills, with experience creating compelling campaign content for diverse audiences.
- Creative thinker with a proactive and solutions-oriented mindset.
- Commitment to MAP's mission, values, and work.

Skills and abilities

- Strong interpersonal, influencing and relationship management skills, and an ability to speak and write confidently.
- Fluent written and spoken English
- Creativity and a willingness to innovate
- Ability to work well as part of a team and under one's own initiative
- Ability to prioritise and ability to deal with competing demands in a fast-paced working environment
- Keen attention to detail and quality control on all outputs
- Working knowledge of Arabic is an advantage

Personal attributes and other requirements

- Commitment to human rights, international justice, and promoting Palestinian participation in advocacy and policymaking
- Able to travel within the UK and willingness to travel to Lebanon and the occupied Palestinian territory if required
- Able to work occasionally on evenings and weekends during emergencies, with time off in lieu. MAP would be happy to discuss flexible working arrangements as well.
- Commitment to advancing anti-racism, anti-discrimination and equal opportunities