SOCIAL MOBILITY FOUNDATION

SENIOR CAMPAIGNS OFFICER, 2026

SOCIAL MOBILITY FOUNDATION

WELCOME TO THE SOCIAL MOBILITY FOUNDATION!

What we do: At the Social Mobility Foundation, we work for a society where people from all social backgrounds can thrive, and all young people can explore and nurture their talents.

We do this through providing opportunities for young people with fewer options through our Aspiring Professionals Programme, and breaking down barriers in our systems through our campaigning work, always working alongside our community. Because when we foster the potential of all of our young people, we lift up every member of our communities.

Our impact: Our young people call our work "life changing". 83% of our 2023 graduates are in full time education, work or training – and of those in work, 87% are in highly skilled roles. We're not just supporting access, we're helping young people to build lasting careers.

140 employers, joined our Social Mobility Employer Index in 2025. Employers are leading the way to creating workplaces where everyone can thrive. Furthermore, 74% of employers who joined collect at least three socioeconomic data points, because what gets measured, gets done.

"THE SMF WAS INTEGRAL TO MY PERSONAL DEVELOPMENT AND HELPED GIVE ME CONFIDENCE IN MY ABILITIES AND A PEER NETWORK OF SIMILAR LIKE-MINDED PEOPLE, MANY OF WHOM I'M STILL FRIENDS WITH TO THIS DATE. I COULD NOT HAVE ASKED FOR A BETTER EXPERIENCE."

SMF Student

Our team: We have a core staff of around 60 people spread across four teams: Partnerships & Income Development, Impact & Strategy, Operations, and Programme Delivery. Our staff is based across the UK.

Who are we looking for in our team? Our values are central to who we are at the Social Mobility Foundation – they inform what we do and how we do it. We are looking for people who share our values:

EMPATHY

We're looking for teammates who will help foster a culture of kindness, compassion, and generosity, creating an environment where we can all learn and share ideas.

OPTIMISM

We're looking for people who help us to remain hopeful, ambitious, and solutions-focused, concentrating on possibilities.

COLLABORATION

We're looking for people who prioritise working together across teams and offices, sharing knowledge, ideas, and expertise.

INTEGRITY

We're looking for people who will uphold our team's culture of honesty, accountability, and respect. We always act in the best interest of our community.

JUSTICE

We're looking for teammates who strive for equity and fairness. This drives us to make sure people from all social backgrounds can thrive.

ROLE AT A GLANCE

Job title: Senior Campaigns Officer

Application deadline: 09:00am on Monday 23rd November 2026

Location: We operate a hybrid model of work i.e. a combination of in-person and remote, with flexible days in the office depending on business need and your preferences. We would typically expect in-office attendance an average of one day per week.

When in the office you will be based in one of our regional offices (either Birmingham, Glasgow, Liverpool, London or Newcastle – depending on preference and accessibility). This is where you will usually attend in-person events, training sessions etc. though some travel, to other offices and other locations, will occasionally be expected.

Salary: £29,900 - £31,900 (plus £2,200 London weighting if applicable)

Contract: Full-time, Permanent

Hours: We are looking for the right candidate and while we envisage this being a full-time role (37.5 hours per week) we are open to flexible working arrangements such as compressed hours and flexitime.

Occasional evening or weekend work will be required, for which time off in lieu (TOIL) will be given.

Annual leave: 36/37 days (England & Wales and Scotland respectively - includes bank holidays) calculated on a pro rata basis with 3 of these days reserved for the annual end of year office closure.

Other benefits: Cycle to Work Scheme; 5% Salary sacrifice pension scheme with enhanced matching employer contributions; Employee Assistance Programme available to staff and their family; Flexible work options such as hybrid working, flexitime, part-time; Regular staff team building and business planning away days.

Ideal start date: as soon as possible.

We'll also need:

- Proof of your right to work in the UK. Regretfully, we're unable to offer sponsorships at this time.
- References.
- To conduct relevant DBS or PVGs checks for Safeguarding purposes if you are offered the role in line with our Safer Recruitment practices.

SENIOR CAMPAIGNS OFFICER ROLE PROFILE

Team: Impact and Strategy

Leadership Level: 2

Reporting to: Campaigns Manager

Responsible to role holder: None

Purpose of the Role:

As Senior Campaigns Officer, you'll help drive our campaigns, media and public affairs work, keeping social mobility on the political agenda and in the headlines. You'll influence politicians, journalists and employers and, most importantly, you'll support our network of young campaigners to turn their experiences into campaigns that create lasting change.

Key Responsibilities of the Role:

Area of responsibility:	What does "good" look like?
Work with the Campaigns Manager to plan and deliver campaigns activity, both planned and reactive, including: • Design and deliver campaigns activity including; media, social media and other activity that influences decisionmakers. • Organising campaign events e.g. Parliamentary receptions and communicating our campaigns online and on social media. • Assisting the Campaigns Manager to commission research and polling support our campaigning. • Monitoring parliamentary activity, and horizon scanning - considering how political developments may affect our campaigning work, providing opportunities and risks. • Researching campaign issues to develop briefing documents, letters, social media content and other campaign collateral.	• We have a plan for our campaigns activity that is achievable and adaptable, and is able to respond to external influencing opportunities that arise. • Our messaging and communications encourage changemakers to take further actions e.g. host campaign events, meet with us or young campaigners, or ask parliamentary questions. • Data related to our campaigns is regularly tracked, allowing us to benchmark our progress, and adapt our approach if needed, and

• Keeping abreast of developments in charity campaigning and working in coalition to progress shared influencing aims. • Monitoring and evaluation of our media and campaigns activity and working with colleagues to communicate our impact. • Involving the young people we work with have opportunities to shape and deliver our campaigns work.	to evidence the impact of our campaigns. • We are aware of relevant consultations, committee inquiries and legislation and are able to respond where necessary. • Campaigns are supported by robust arguments, backed by evidence and data.
Develop our network of Young Campaigners and engage them in delivering and designing campaign activity: • Growing our network of Young Campaigners, ensuring they understand our campaign priorities, whilst supporting them to build knowledge and confidence in campaigning. • Developing and facilitate spaces for our Young Campaigners to co-create campaign activities and take actions to influence changemakers. • Working with young people to share their experiences, through speaking at events and other campaigning opportunities. • Training and supporting young people to speak to the media, ensuring safeguarding processes are embedded and providing follow up pastoral support where needed. • Supporting young people to create content for social media to support our campaigns. • Supporting them to take other campaign actions e.g. contacting their MP, submitting their views to a consultation.	• Young people play their part in our media work and feel confident and safe when speaking out publicly. • Feedback from young people is at least 80% positive about involvement in media opportunities. • Campaigns activity is developed with Young Campaigners, leading to improved knowledge and skills and the ability to campaign independently. • Our network of Young Campaigners engages with campaigns activity, and they influence campaigns targets to take actions that support our campaign priorities.

Lead our media work to maximise the impact of our campaigning, building awareness of social mobility as an issue amongst influential and informed audiences: • Developing and executing media and communication plans to support our campaign goals. • Running the press office. • Monitoring the media and responding to stories that allow us to land our key messages, share our point of view and platform SMF young people. • Responding quickly to requests from journalists for comment and advising and briefing members of staff on how to respond. • Writing media content e.g. opinion pieces, press releases and media comments. • Working with media/PR agencies and developing relationships with journalists to secure media coverage. • Working with the Strategic Communications team to capitalise on our media wins across social channels to achieve our campaign aims.	• Positive media coverage in target publications that includes our key messages and policy asks. • Responding to news stories that advance the SMF's strategic priorities and campaign asks and build on previous benchmarks for coverage, meeting KPIs. • Timely response to journalists and capitalising on requests for comment. • Using positive media coverage on social channels to drive engagement with our campaigns. • Identifying improvements to the press office function to ensure it runs smoothly and is effective.

PERSON SPECIFICATION

Technical knowledge and experience required

	• Experience of working within a media, campaigning, public affairs or political environment. • Excellent understanding of the UK political system and political processes and a thorough understanding of public affairs tactics. • Experience of planning and delivering projects or campaigns in a charity, political or media context. • Excellent oral communication and influencing skills. • Excellent copywriting skills, with experience of writing press releases, quotes, interview briefings, social media posts and opinion pieces. • Experience of identifying proactive opportunities to influence campaign targets and/or journalists. • Experience of speaking to journalists, succinctly describing our positions, handling media enquiries and making recommendations to senior colleagues on next steps. • Strong analytical skills, being able to see news angles in data, and the ability to build persuasive arguments and positions to influence campaign targets. • A keen interest in working with young people and supporting them to campaign. • An understanding of how to use social media to advance campaigning goals. • Excellent attention to detail and a desire to always improve. • Enjoy multi-tasking and working in a fast-paced changing environment. • Excellent project management skills. • Good networking skills and the ability to build and maintain relationships with a variety of external audiences.

General requirements

Ways of working	Most of our work is office based, but you will spend a lot of time collaborating with other teams and clients via email, telephone and other communications channels such as Teams or Zoom.
Travel	Some travel, to other offices and other locations e.g. events, will be expected.

We need someone who will **demonstrate our organisational skills-based competencies**. A **summary** of each skill is emboldened in the tables **below**. Full details can be found in our performance and development framework:

Leadership: This is about how we all support, influence, and develop each other towards our shared goals.
• You plan and implement systems and processes that support the delivery of the organisation's strategy, aims, and objectives • You work with limited supervision - within defined boundaries and desired outcomes; escalating issues where appropriate and provide solution options

Communication: This means considering who we are engaging with and the best means to do so to create shared understanding.
• You create opportunities to engage key stakeholders, seeking to understand their preferred approach and needs • You contribute to discussions and get your key points across in a clear and engaging way to influence others and suggest solution

Adaptability: This means our decisions and plans are readily adaptable to changing situations as we strive for innovation and improvement.
• You encourage your peers to contribute ideas to shaping changes • You seek to identify best practice and facilitate continuous improvements to work area

Professionalism: This means delivering high-quality standards of work aligned to the organisational strategy and business plans.
• Alongside peers, provides constructive challenge and potential solutions into the decision-making process • You define your work in terms of outcomes rather than time spent and encourage others to do the same

Decision-making: This means making evidence-based judgements and in line with our aims and objectives.
• You identify the different options or solutions available, the benefits and risks of each and make choices by evaluating the available evidence • Evaluates action after implementation to determine impact

APPLICATION PROCESS

If you are interested in applying for this role, please head over to our website and submit:

a) A cover letter (no longer than 700 words) outlining your previous experience, your motivation and your suitability for the role. Please base this on the technical knowledge and experience section of the person specification.

b) A 500-word op-ed written for our CEO, Sarah Atkinson, on why the government and employers should take action to make degree apprenticeships more accessible to young people from lower socioeconomic backgrounds. Please base this on our Apprenticeships Without Barriers campaign and link this to a recent news hook, relevant events or political moments happening soon.

c) A short email pitching your op-ed to the comment editor of the Guardian.

If you have any questions about the role, please contact the hiring manager Beccy Forrow: beccy.forrow@socialmobility.org.uk

Please note:

- If you use an AI tool such as ChatGPT it, please make sure your application still reflects your individuality and your true skills and experiences.
- Generic or incomplete applications will not be considered.

- Applications are reviewed on a rolling basis however the job advert will not close before the stated date.
- CVs will not be accepted or considered; please only submit the information we have asked for.

The Social Mobility Foundation is an equal opportunity employer and values diversity and applications from all backgrounds.

Closing Date: 09:00am on Monday 23rd November 2026

HOW WE SELECT

Your application will be blind marked based on the **technical knowledge, and experience part of the person specification**.

If you are shortlisted, we will invite you to an hour-long interview. During this time, you will be assessed on your responses to questions relating to the role. You will also be required to prepare a short presentation ahead of the interview, and will be asked follow-up questions about this on the day. Further information about the interview and presentation will be emailed in advance.

We anticipate interviews taking place on **Monday 30th November** with multiple slots available at different times throughout the working day.

After we have held all of the interviews, we'll contact you about the outcome of your application. If you are unsuccessful and have been shortlisted for interview, you will be provided with feedback if you request it. Due to the expected number of applications and resourcing of the hiring team for this role, we will be unable to provide feedback if you are not selected for interview.

ACCESSIBILITY AND ADJUSTMENTS

We want you to have every opportunity to shine and to show us your talents - please let us know if there are any reasonable adjustments we can make to ensure the recruitment process works for you.

If you require a different format of the application form, such as large print or Word format, or if you would like to discuss any specific requirements, please get in touch with us at HR@socialmobility.org.uk or call 0207 183 1189 and ask to speak to a member of the HR Team.

CONTACT US

For more information please visit our website.

If you have any further questions about the role, please contact the hiring manager, Beccy Forrow: beccy.forrow@socialmobility.org.uk

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