



## **JOB DESCRIPTION**

<b>Job Title:</b>	Campaigns Officer
<b>Department:</b>	Policy and Influencing
<b>Reporting to:</b>	Campaigns Manager
<b>Line Manages:</b>	N/A
<b>Location:</b>	Avonmore Road, London W14 8RR

### **About Independent Age**

Independent Age is a national charity founded over 150 years ago with a clear mission to ensure that as we grow older, we all have the opportunity to live well with dignity, choice and purpose.

We achieve this by providing free impartial information and advice on the issues that matter most as we grow older, and work within communities to connect people, places and services to reduce isolation and loneliness. We also act as a catalyst for positive policy change by challenging the underlying causes of discrimination and inequality.

At Independent Age we live by our values. 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*

### **Job Purpose**

The Campaigns Officer will be 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 post-holder will work within a department that brings together 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:

- With support from the Campaigns Manager develop and deliver high impact, strategic national influencing campaigns that apply pressure to decision makers and change policy and practice.
- 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 which may involve overnight stays.

## **General responsibilities**

- Undertake any other duties commensurate with the level of the role
- Having fun and challenging yourself at work, modelling the charity's values and abiding by our policies and practices.
- Embracing diversity and sharing in our commitment to equality of opportunity and to eliminate discrimination.
- Contributing to our fundraising effort by embracing opportunities to fundraise yourself, to promote fundraising and to support the fundraising team.
- Sharing in our commitment to safeguarding adults at risk of harm.
- Using the charity's resources efficiently and effectively to ensure that our financial resources are demonstrably used for the benefit of the people who use our services.
- Ensuring that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.

## PERSON SPECIFICATION

### EXPERIENCE & KNOWLEDGE

#### **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 campaign activity, for example attending an event, contacting their MP or sharing their story.
- 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.

#### **Desirable:**

- Experience of using e-campaigning software, Google Analytics 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.