

Role Profile



Role	Campaigns Officer England	Location	Home-based, England
Accountable for	n/a	Accountable to	Public Affairs and Campaigns Manager
Core Anchor Level	Deliver	Travel	Regular travel around England. Occasional travel to the rest of the UK.
DBS check	n/a	Salary Hours	Circa £36,000 per annum (inner London weighting £3,950 per annum or outer London weighting £2,457 per annum may be applied in accordance to where you live) Grade E
Contract type	Permanent	Hours	35 hours per week

Overall purpose and impact

The Campaigns Officer (England) delivers our organisation’s campaigning activity as part of our integrated influencing activity. Working with the rest of the Policy & Influencing team, you will plan and deliver effective campaigning activity to help achieve our team objectives on key issues impacting people affected by stroke. You will also work closely with the England Locality teams to develop and deliver campaigning activity at the local level.

This role will plan and deliver campaigns activity to support the organisation’s influencing priorities. You will take primary responsibility for the planning and implementing of creative and engaging campaigns and advocacy activity, online and offline, nationally and locally, that helps to secure long term improvements for those affected by stroke.

You will grow our active campaigner base and organise stroke survivors and the wider stroke community to have their voices heard. You will develop and maintain good relationships with people affected by stroke and colleagues who work closest with them, supporting them to directly influence government, health policy, and service delivery that affects them. You will also attend, and support people affected by stroke to attend, meetings and events representing the Stroke Association. You will develop high-quality briefings and supporting

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information for campaigners and colleagues. You will track and log campaigner actions and contact with stakeholders, monitor and evaluate activity, and report on impact.

Using your campaigns expertise, you will support and advise colleagues on the latest developments in online campaigning, and community organising, helping to embed influencing skills and tactics across the organisation, particularly supporting England Locality colleagues to campaign locally in line with agreed national and local priorities.

The Campaigns Officer will also spend time supporting public affairs activity in Westminster and campaigns activity in the devolved nations, ensuring a joined up approach to influencing across the UK.

Responsibilities	Measured through delivery of
Develop and deliver campaigns and advocacy strategies, working with the Public Affairs Officer and Policy team to make sure our campaigning activity supports and amplifies our public affairs messaging and key policy asks. Work with the rest of the Public Affairs & Campaigns team to achieve a consistent and aligned approach to influencing across the UK.	Team charter; Directorate charter; Annual objectives; team KPIs; 360 feedback
Plan and deliver the Stroke Association's national campaigning activity, identifying stakeholders for campaigners to influence (in line with our key messages and asks), and developing key messages and campaigner actions to support engagement. Working within an agreed budget, plan and deliver online and offline campaign activities to extend the charity's reach and influence. Activity to include: regular emails, online campaign actions, running workshops, developing campaign toolkits, supporting people affected by stroke to meet with decision makers, and organising constituency meetings and events.	Directorate charter; Team charter; Annual objectives; team KPIs; 360 feedback
Use supporter Contact Record Management databases, online advocacy platforms, political stakeholder management systems and other data to create, record, monitor and evaluate campaigns activity, and improve overall engagement and efficacy.	Team charter; Annual objectives; team KPIs; 360 feedback

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Support the planning and delivery of the Stroke Association's local campaigning and influencing activity, developing and maintaining good relationships with colleagues working in Localities. Activity to include: advising on campaigning and organising approaches, support with stakeholder mapping, developing briefings and toolkits, and supporting communication with target stakeholders.	Team charter; Annual objectives; team KPIs; 360 feedback
Embed influencing skills and knowledge across all levels of the organisation, locally and nationally. Work closely with colleagues across the organisation to ensure the charity's work is based on measured influencing advice.	Annual objectives; team KPIs; 360 feedback
Support the Public Affairs Officer for England to engage and influence target stakeholders, by working with campaigners to amplify our influencing activity.	Annual objectives; 360 feedback
Ensure that people affected by stroke are meaningfully involved in the development and the implementation of all our influencing activity.	Annual objectives; team KPIs; 360 feedback
Act as an effective and engaging representative of the Stroke Association at external events, conferences and meetings, speaking confidently about our influencing priorities and advocating for our policy positions.	Annual objectives; 360 feedback

Person Specification
Education
Willingness to undertake training and continuing professional development
Experience
A track record of developing and delivering national or local campaigning and advocacy activity with demonstrable impact
Experience of meaningfully involving beneficiaries in campaigns and advocacy activity to achieve agreed objectives
Previous experience of developing briefings for a range of audiences, including campaigners, parliamentarians and senior colleagues
Experience of using email marketing tools, online surveys, online advocacy platforms, and supporter contact record management databases
Skills and abilities

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Exceptional written and verbal communication skills, ability to translate complex information simply and effectively to a range of audiences, and through a range of channels
Knowledge of the political landscape, policies and parliamentary processes, and how to engage, influence and campaign to influence change
Ability recruit and retain campaigners and support them to take action
Ability to analyse complex policy and turn it into accessible and persuasive influencing messages
Strong project management, planning and organisational skills
Excellent IT skills
Strong presentation and public speaking skills
Knowledge of stroke
Other requirements
Ability to demonstrate an understanding and commitment to our corporate values
To be committed to the principles of equal opportunities and diversity
To stay away from home and travel across the UK as required