

Christian Aid Job Profile

Job Title: CAMPAIGNS OFFICER

1. MAIN PURPOSE OF THE JOB

Play a leading role in developing and supporting the campaigning activities of Christian Aid by leading and implementing a variety of campaign projects.

Devise, develop, implement and promote popular actions and other campaign initiatives, to a diverse range of audiences, in order to ensure the achievement of Christian Aid's campaign objectives and associated government policy changes.

Working flexibly as an integral member of Christian Aid's Campaigns team, contribute to the overall campaign strategy, liaising with key players internally and externally as appropriate to ensure the delivery of a powerful, popular and effective campaigning movement.

2. POSITION IN THE ORGANISATION

Managed by a Campaigns Manager.

3. SCOPE OF THE JOB

- Creative thinking and writing.
 - Campaigning development and tactical oversight.
 - Strategic and planning responsibility.
 - Inter-agency and cross-organisational working.
 - Project management and evaluation.
 - A lead role in popular communication for very large audiences.
 - Production of print and on-line resources.
 - Development and maintenance of moderate policy knowledge on campaign issues (eg economic justice, climate change as it relates to development).
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4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for the delivery of key campaign projects referring upwards only matters of special sensitivity or particular importance.
 - Represent Christian Aid's interests within agreed strategies and parameters at external meetings.
 - Communicate Christian Aid's campaign messages internally and externally – to NGO staff, decision-makers, opinion-formers and the general public..
 - Drafting task budgets and ensuring delivery within budget.
 - Responsible for the work of external service-providers contracted.
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5 QUALIFICATIONS

Essential

- Educated to degree level or equivalent

Desirable

- Qualification in communication, eg creative writing or journalism
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6. EXPERIENCE

Essential

- Experience of campaign organising, including experience of contributing to the central organisation of popular campaigns involving large numbers of people.
- Experience of personal campaign activism.
- Experience of devising popular, effective and creative campaign actions.
- Experience in popular communication: breaking down complex issues into engaging and accessible material.
- Experience of producing popular communication materials: leaflets, flyers, posters, web content.
- Experience of communicating verbally and in writing to diverse audiences, including public speaking.

Desirable

- Communicating development issues to a popular audience.
 - Experience of developing campaign strategies, designed to deliver popular action.
 - Project Management.
 - Lobbying and media work.
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7. DUTIES & KEY RESPONSIBILITIES

Campaign Projects

60%

- Spearhead the development of Christian Aid's campaigning through the delivery of key campaign projects, such as mass supporter actions, demonstrations and campaign publications (including on-line), while retaining complete clarity and strategic effectiveness in terms of political impact.
- Communicate Christian Aid's campaign messages in a wide range of creative, engaging and motivational ways.
- Provide campaign advice, guidance, assistance and training to other parts of the organisation regarding campaign projects they are working on.
- Ensure all projects are delivered to plan and a high standard.
- With colleagues in the Campaigns team and elsewhere, devise and develop effective on line and off line campaign actions.
- With colleagues in the Campaigns Team, Broadcasting Digital and Publishing Division and elsewhere, produce an effective range of multi-media publications to promote Christian Aid's campaign initiatives.
- Produce project plans and campaign strategy papers as required by Campaign Managers.
- Work with key internal colleagues to monitor effectiveness of campaign initiatives.
- Negotiate and develop partnerships with key internal and external colleagues to deliver joint campaign initiatives consistent with Christian Aid's agreed strategies and priorities.

Cross-organisational/inter-agency work **10%**

- Meet with appropriate teams and individuals to ensure Christian Aid's campaigning is widely owned and understood and incorporated in to wider work of Christian Aid.
- Represent Christian Aid on key inter-agency networks and working groups.
- With colleagues in the Campaigns Team and elsewhere, ensure Christian Aid's campaigning meets the requirements of agreed inter-agency strategy.

Developing campaign strategy **10%**

- Ensure Christian Aid's campaigning priorities are effectively incorporated in to all campaign initiatives undertaken by the post.
- Contribute to the development of Christian Aid's overall campaigns strategies.
- Contribute to ensuring all Christian Aid's campaigning reflects the agreed aims and objectives of Christian Aid's campaign strategies.
- Maintain an adequate knowledge of the policies and political context of relevant issues Christian Aid is campaigning on, most notably economic justice and climate change.

Campaign communication/team work **20%**

- Undertake public speaking and workshop leading engagements as required.
- Work with colleagues in the Media Division and elsewhere to maintain high and effective media profile for Christian Aid's campaign messages.
- Participate in lobbying meetings with decision-makers and opinion-formers as required.
- Campaigning needs are unpredictable! Be prepared to work flexibly as a valued member of the Campaigns team, contributing to other campaign initiatives if and when the need arises.
- Attend monthly team meetings, resources meetings, strategic planning meetings and other cross-organisational meetings as required.

Any other reasonable duty as may be assigned that is consistent with the nature of the job and its level of responsibility.

This job description is not prescriptive; it merely outlines the key tasks and responsibilities of the post. These key tasks and responsibilities are subject to change. Any changes will be made in consultation with the postholder.

You will be expected in undertaking the above role to comply with any policies and procedures that Christian Aid may issue.

Person Specification

Abilities

Essential

- To write clear, engaging and persuasive copy
- To break down complex issues into understandable popular language
- To develop creative communication ideas
- To deliver strategic and engaging campaign actions
- To meet tight and frequent deadlines and work under pressure
- To be extremely flexible
- To think strategically
- To communicate in a variety of ways with diverse audiences
- To relate well to colleagues
- To show sensitivity to race and gender
- To present a case clearly and persuasively

Skills

Essential

- Excellent written and oral communication skills
- Excellent word processing skills
- Tactful negotiator
- Creativity
- Strategic planning

Desirable

- Lobbying
- Media campaigning

Knowledge

Essential

- Of campaign strategy: how to construct a campaign, mobilize popular action and deliver change

Desirable

- Of economic justice and climate change as it relates to development
- Of development agencies and development issues

Commitment

- Committed to Christian Aid's desire to develop and broaden its campaigning and engage in advocacy and popular mobilization to end the structural causes of poverty
- Comfortable working in an organisation established by the Churches
- Passionately enthusiastic about Christian Aid's core commitment to strengthen the poorest in the struggle for a fairer world