

Campaigns and Mobilisation Officer

Job description

Together we are help and hope for everyone living with dementia



Who we are

Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

Together with our supporters, we're working towards a world where dementia no longer devastates lives.

Our values

Our values tell everyone who we are as an organisation.

Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us of what we all stand for.

Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



Trusted expert

We're listening, we're learning and we use experience and evidence.



Better together

We're open, we combine our strengths and we achieve more together.



Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

Campaigns and Mobilisation Officer

Position in the organisation

Reports to the Campaigns & Mobilisation Manager
Member of our Evidence, Policy & Influencing team
Part of our Research & Influencing directorate

Purpose of this role

At Alzheimer's Society we are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people with dementia and their carers.

This role is key to Alzheimer's Society's ambitions to drive major policy change across England, Northern Ireland and Wales.

The Campaigns & Mobilisation Officer will support in the delivery of impact focussed campaigns; including the mobilisation of audiences, to change policy at both a local and national level across England, Northern Ireland and Wales; making the case for dementia to be the priority it needs to be. As part of our Evidence, Policy and Influencing team, this role will help us to deliver an emerging, integrated and high priority area of work for Alzheimer's Society.

The postholder will help deliver our campaigning strategy, deploying a range of online and offline tactics and ensuring that all campaigning action is mobilised to affect change in dementia at all levels across Northern Ireland, England and Wales. The Campaigns & Mobilisation Officer will play a role in supporting and delivering campaigns that are collaborative and impact focused. The post holder will work closely with other teams across the organisation, including, but not limited to, colleagues in External Relations, Marketing and Brand and Fundraising.

This role will require a combination of skills across communications and influencing disciplines along with technical ability related to the management of campaigning platforms and data handling. The ideal candidate will know how, and when, to communicate with campaigners, how to turn campaign actions into meaningful change and have the ability to build and run effective campaign actions (both online and offline). Good attention to detail will also be required to ensure compliance with regulations and internal policies.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A trusted expert who believes in working Better together and demonstrates true Compassion.

Key accountabilities and responsibilities

- Responsible for the day-to-day implementation of our campaigning plans.
- Drafting effective copy, for a wide variety of offline & online sources, designed to engage supporters and influence policy.
- Work collaboratively with other officers and managers across Evidence, Policy & Influencing to implement innovative, impact-focussed campaigns.

- Feeding into over-arching campaign strategies, and, where appropriate leading the planning, execution and evaluation of individual campaigns.
- Work with Influencing colleagues across all nations to ensure that campaigning activity is tailored to the context and needs of the devolved nations.
- Building campaign pages, and emails (or other communications) automations and running reports on Engaging Networks (or similar technology).
- Working closely with data teams and managing campaigner data held on campaign systems, ensuring it is maintained in line with both legal requirements and internal policies.
- When required, represent the Society externally. This may include representing the Society in media interviews, at conferences, seminars across the UK.
- Monitor and report progress on our day-to-day campaigning activity and its impact.
- To develop and run A/B tests across campaigns pages and supporter emails.
- Managing the shared inbox, ensuring timely responses to queries from members of the public in relation to our Campaigning work and sign-posting others to relevant support.
- Working with the Campaigns and Mobilisation Manager, develop and oversee the execution of a high quality, innovative and impactful campaigns, in line with our policy and influencing objectives and agreed organisational priorities.
- Working closely with Influencing and Compliance teams on risk mitigation to ensure campaigns are legally compliant, in line with internal policies and avoid damaging relationships with key stakeholders.
- Ensure that the voices of people with lived experience informs our work and support the inclusion of people with lived experience in our work where appropriate. This includes managing relationships directly via the Dementia Voice database and close working with the Involvement team.
- Promoting awareness of Evidence, Policy and Influencing's work and driving engagement and involvement in our campaigning work across the Society, with particular attention given to collaborative work with communications, involvement, fundraising and marketing colleagues on developing appropriate audience journeys and working practices.
- Updating social media and website activity relating to our Evidence, Policy and Influencing work.
- Work closely with influencing colleagues to advise on and drive the mobilisation of campaigners in pursuit of local change.
- Provide advice for staff and volunteers across the organisation on how to mobilise audiences to engage and influence decision makers at both a national and local level.

- Proactively support an inclusive and welcoming working environment, where all colleagues, volunteers and people we support feel able to be themselves.
- Taking on other activities as appropriate and supporting wider Evidence, Policy and Influencing work.

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Successfully worked in a complex policy environment.	I
Experience in delivering on e-campaigning, offline campaigning and/or developing supporter journeys.	A/I
Experience in developing campaigns that are collaborative and impact-focused, applying the appropriate tone of voice to specific opportunities and objectives.	A/I
Able to communicate effectively and build positive relationships with external and internal stakeholders.	A/I
Able to influence across geographical and organisational boundaries.	I
Understanding and experience of translating policy into supporter focussed communications.	I

Experience utilising specialist written and verbal communication skills to produce accessible, high-quality content.	A
Good analytical skills with the ability to handle data correctly.	I
Experience of managing and/or recruiting campaigners.	I
Experience using campaign technology (Engaging Networks or similar) and email tools (Engaging Networks, DotDigital or similar) and managing data within these systems.	A
Able to commit to occasional travel across the country for meetings and events as required, and attendance at team days.	I

Competencies & personal attributes	Application (A) or interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	A/I
Be a self-starter and incredibly motivated.	A/I
Excellent organisational and timekeeping skills.	A/I
Excellent attention to detail.	A/I
Non-judgemental communication	A/I
Commitment to and understanding of equal opportunities	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	A/I

Our benefits



