

Person Specification and Job Description

Name of Role	Campaign Coordinator	
Responsible to	CEO	
Post Description	<p>To work with our 4 other DDPO's (Deaf and Disabled People's Organisations) to develop and influence a campaigns strategy across London to show the inequalities that disabled people experience as a result of being charged for social care.</p> <p>The programme will be led by the Project Manager working at Real, a DDPO in Tower Hamlets. We will then be working to coproduce, with disabled people and statutory partners, fairer outcomes for people who need access to social care. Other roles funded by the project include policy and research, marketing communications, and engagement activities. You will also line manage our Campaign Officer carrying out local engagement on this issue.</p>	
	Experience & Knowledge	Skills & Abilities
	<p><u>Essential</u></p> <ul style="list-style-type: none"> • A strong, demonstrable track record in designing and delivering high profile and creative campaigns to target a range of audiences • Experience of building and managing successful relationships and partnerships with charities, businesses and other stakeholders • Experience of engaging workers or beneficiaries meaningfully in campaigns • Demonstrable high-level communications skills across all formats and an excellent eye for detail. • Knowledge of traditional and digital marketing principles & techniques, including campaigning tools • Outstanding project management skills and the ability to juggle a wide range of competing demands <p><u>Desirable</u></p> <ul style="list-style-type: none"> • Experience of acting as a spokesperson at events and in the media • Understanding of social care policy and campaign landscape in the UK • An understanding of the Social Model of Disability and Cultural Model of Deafness 	<ul style="list-style-type: none"> • Excellent interpersonal skills with the ability to build relationships, lead, and influence others • Good understanding of creative outputs and production processes, including; marketing collateral, print, digital and video • Ability to direct and motivate staff and volunteers to deliver campaigns effectively • Good time management and task prioritisation • Able to work independently as well as part of a team • Excellent written and verbal communication skills • Ability to network and keep others informed
	Other requirements	
	This post is subject to a satisfactory Enhanced DBS check carried out by Richmond AID.	

Main Tasks and Duties
<p>Strategic Campaigns</p> <ul style="list-style-type: none"> • Develop and implement a campaigns and lobbying strategy to raise awareness of the co-production work and final policies and create specific tasks to get sign up to support policy • Develop creative, participative campaign opportunities that promote our key messages, influence public opinion and champion disability issues around social care.

- Develop campaign materials to support disability organisations across London to develop and lead campaigns.
- Work with partner organisations to develop campaign resources which enable our networks and campaigners to take action to secure campaign successes.

Strategic Partnerships

- Initiate and coordinate campaign activity working with local authorities and disability organisations across London
- Develop an influencing plan identifying key individuals and organisations to establish relationships with
- Identify, manage and develop strategic relationships, with partnerships and alliances, and with key senior stakeholders, policy makers, campaign partners and campaign networks to promote and use their power and influence to further our campaign goals

Project Management

- Ensure we meet project objectives
- Ensure effective monitoring and evaluation systems are in place to measure our progress and impact against agreed milestones, including data collection systems and producing reports for various stakeholders.
- Support the delivery of Richmond AID's business plan and the project plan, working across teams to organise work effectively.

Communications

- Using evidence to develop an overarching campaigns/influencing strategy creating multiple entry points for people to support the campaign and at a local level across 5 boroughs and at a pan-London level
- Develop a strategy to maximise opportunities to get sign up to our campaign
- Work with the research, marketing and consultation roles of the project to make the case and gather supporting evidence
- Keep up to date on the latest social care issues and developments and support communications to our network
- Represent Richmond AID effectively to external audiences in meetings, at events and in the media to avoid any reputational risk to the organisation

Engagement

- Work with the Campaign Officer to carry out wider local engagement with Disabled people and potential allies to raise the profile of the issue and understanding about charging and Care Act rights
- Identify decision-makers who may be willing to support and build relationships with them
- Carry out pan-London engagement with key anti-poverty campaigns and think tanks
- Identify wider group of DDPOs wanting to join campaign and set up and support a London network of campaigners, who are challenging existing charging policies
- Meet with council leaders, opposition, influential councillors and carry out local and pan-London influencing and lobbying including Mayor, London Councils, Public Health London, London ADASS

Administrative and general

- Keep accurate records of all clients and maintain a database of client information.
- Complete all monitoring and evaluation as required by the funder and Richmond AID.
- Ensure that the project is compliant with the Social Model of Disability
- Comply with Richmond AID's policies and procedures
- Attend training and development as identified by you and your manager.
- Attend team meetings and supervision.

- You will need to travel as part of this post and occasionally may need to work outside of normal office hours including evening and weekends.
- Have a thorough understanding of Richmond AID's business model and vision to ensure our interests are considered
- Any other work commensurate with the level of this post.