

Person Specification and Job Description

Name of Role	Campaign Officer	
Responsible to	Inclusion Manager	
Post Description	<p>The new post of Campaigns Officer will support developing and delivering public campaigns strategies for Richmond AID to achieve change at a local level to create a society that works for Deaf and Disabled people.</p> <p>The postholder will create impactful and targeted campaigns that put pressure on decision-makers to make change and support local disabled people to have a voice about issues that impact them.</p> <p>The Campaigns Officer will use both digital engagement and in-person participatory approaches to identify issues and barriers people are experiencing, identify local (or regional or national) influencing opportunities, and co-produce responses and develop engagement with decision makers.</p>	
	Experience & Knowledge	Skills & Abilities
	<p><u>Essential</u></p> <ul style="list-style-type: none"> • Knowledge and understanding of the barriers experienced by disabled people including policy areas that impact on people’s lives • Experience of writing up and presenting data in an accessible and compelling way that supports effective campaigning and influencing • A demonstrable track record in designing and delivering a campaign or achieving change. • Experience of engaging clients, workers or beneficiaries meaningfully in campaigns • Experience of designing and carrying out face to face and online engagement activities such as consultations, surveys, training. • Knowledge of using digital marketing principles & techniques, including. campaigning tools and using social media to achieve change. • Experience of building and developing partnerships and managing successful relationships. • Experience of influencing key stakeholders • Excellent IT skills. <p><u>Desirable</u></p> <ul style="list-style-type: none"> • Experience of lobbying to achieve change. • Experience of policy and research to influence and create change • An understanding of the Social Model of Disability and Cultural Model of Deafness 	<ul style="list-style-type: none"> • Good analytical and research skills and experience of gathering evidence to support campaigning or influencing • A good understanding of local government processes and how to influence decisions and policies • 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 • Good time management and task prioritisation • Able to work independently as well as part of a team • Strong communication skills including writing and presenting
	Other requirements	
	This post is subject to a satisfactory Enhanced DBS check carried out by Richmond AID.	

Main Tasks and Duties

1. Develop and lead on Richmond AID's campaign strategy including co-producing it with disabled people and communicating it internally and externally.
2. Work with the team to develop policy, campaign and consultation responses to address issues identified, and effectively disseminate findings and recommendations to decision makers.
3. Organise events, training, focus groups, consultations and surveys that engages with disabled people and develops our approach to co-production.
4. Support disabled people to tell their stories which can be used to create campaigns for change.
5. Identify a range of issues and barriers that local disabled people are experiencing and build campaigns to raise awareness of the issue and develop ways of engaging decision makers to address issues.
6. Establish a database of disabled people that are willing to engage on issues that matter to them.
7. Use social media to create campaign posts and case studies that facilitates our client engagement and reaches and impacts other stakeholders.
8. Research key areas of policy, writing reports with recommendations to influence key stakeholders.
9. Develop effective relationships with key stakeholders in the local authority, housing associations and other bodies we want to influence.
10. Attend meetings and training organised by Inclusion London.
11. Keep accurate records of all clients and maintain a database of client information.
12. Complete all monitoring and evaluation as required by the funder and Richmond AID.
13. Ensure that the project is compliant with the Social Model of Disability
14. Comply with Richmond AID's policies and procedures
15. Attend training and development as identified by you and your manager.
16. Attend team meetings and supervision.
17. 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.
18. Have a thorough understanding of Richmond AID's business model and vision to ensure our interests are considered
19. Any other work commensurate with the level of this post.