



Job Title: Senior Campaigns Officer

Location: Office-based from one of our national offices with flexibility to work remotely

Reports to: Campaigns Manager

Introduction to Multiple Sclerosis and the MS Society

Over 130,000 of us in the UK have multiple sclerosis (MS). It's unpredictable and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work, and do the things we enjoy. But it doesn't have to be this way.

We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments for everyone. Together, we are strong enough to stop MS.

Purpose

To support the development and implementation of MS Society's campaigns by

- Project managing and delivering key organisational campaigns on policy issues that affect people with MS
- Supporting engagement with the campaigns community, members, supporters and groups to build their capacity to influence local decisions and participate in national campaigns.
- Contributing to the overall implementation of the Campaigns and External Relations team objectives.

Key Relationships:

Internal

The post holder works closely with:

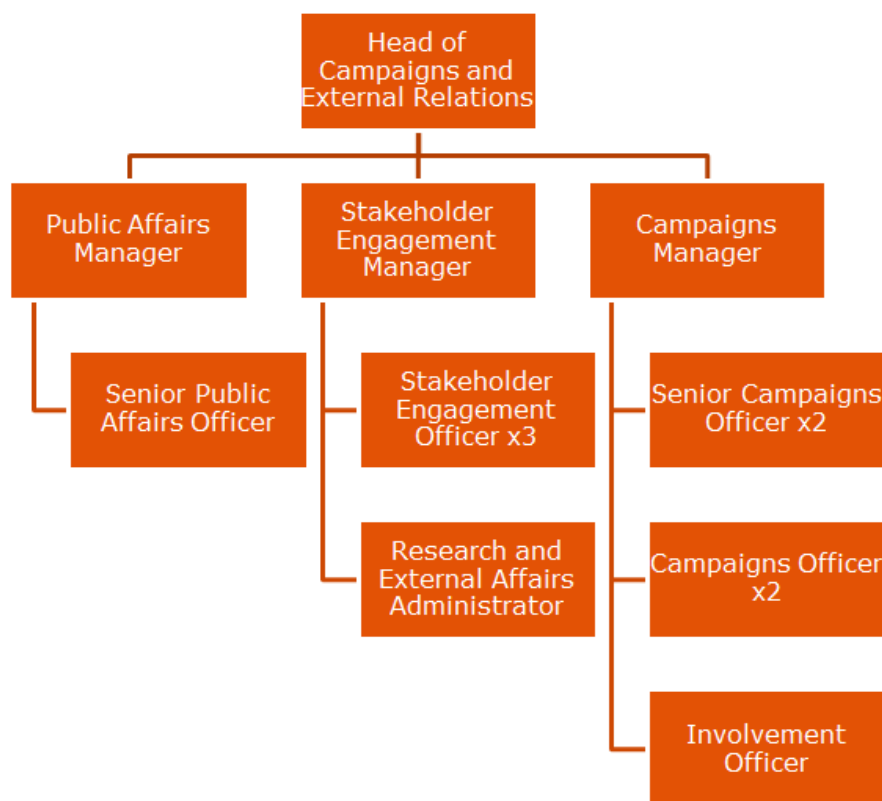
- Colleagues within External Affairs, Research, Nations, Fundraising and Engagement, Chief Executive and Executive Group Members, MS Society National Councils, and Board of Trustees.

External

The post holder works closely with:

- Members and People with / affected by MS

- Other charities with an interest in MS, neurology and associated issues
- Coalition members for Care and Support Alliance, Disability Benefits Consortium and other relevant external partners
- Suppliers such as Engaging Networks
- External funding bodies



1. Key Accountabilities:

The MS Society Senior Campaigns Officer will support delivery of the Society's Campaigns strategy to deliver the MS Society's goals by:

1. Business plan implementation:

- 1a. Supporting the development and implementation of MS Society's national campaigns
- 1b. Supporting the development and implementation of MS Society's local campaign offer to people with MS
- 1b. Developing and delivering the materials to mobilise current and potential supporters to achieve positive local and national change

2. Team work

3. Monitoring and reporting on performance

4. General

Detailed Responsibilities:

1 Business plan implementation 90%

- Planning work to ensure the achievement of deadlines.

- Focusing work to implement business plans and contribute to the achievement of the Society's strategic aims and priorities
- Ensuring a clear focus on driving improvements in quality, impact and performance

1a Supporting the development and implementation of MS Society's national campaigns (30%)

- Developing and managing a suite of campaigns for the MS Society in collaboration with staff, members and supporters. Including project management of key campaigns.
- Supporting effective communication between MS Society departments to manage a coherent calendar of campaigns, minimising conflicting activity and maximising opportunities for integrated communications
- Working within the MS Society impact framework, developing impact and evaluation measures for MS Society campaigns
- Supporting national activities by gathering information and case studies and supporting the sharing of best practice.
- Leading activity that supports people with MS to coproduce campaigns from concept to delivery

1b Supporting the development and implementation of MS Society's local campaign offer to people with MS (25%)

- Working as part of the campaigns team to support the development of the MS Society's local campaigning offer
- As part of the local campaign offer, working to support people with MS to develop their influencing activities and deliver the campaigning requirements of the Campaigns Strategy
- Developing campaign training, resources and best practice to support people with MS to lead their own campaigns
- Working with colleagues to coproduce and develop the necessary infrastructure to deliver against the campaigning ambitions of the MS Society
- Identify opportunities to promote local action from people with MS on key policy issues
- Building the capacity of local groups and the wider MS community to influence local services by working with colleagues to deliver advocacy skills and influencing knowledge

1c Developing and delivering the required campaign materials and collateral to inspire and mobilise supporters and influencers (35%)

- Working with the Campaigns Manager, people affected by MS and relevant staff members to create the materials which increase the campaigns community in size and engagement
- Writing and updating inspiring campaigning content for newsletters, magazines, website, social media and e-actions that are tailored and targeted and delivered in a timely way

- Leading on use of e-campaigning software and other emerging digital campaigning tools, working alongside relevant colleagues
- Attending local groups meetings and regional meetings to discuss campaigning with people affected by MS
- Mobilising members, supporters and members of the public to support MS Society campaigns at varying levels, from mass support to involved participation
- Researching and disseminating campaigning best practice through a variety of channels including blogs, member magazines and website
- Working with the team to ensure the campaigns and supporter's database is maintained and processes are efficient
- Responding to enquiries by supporters on campaign issues

2. Team work 5%

- Contribute to the work of the broader team.
- Developing and maintaining effective working relationships across the department, directorate and organisation as a whole.

3. Monitoring and Reporting on Performance 5%

- Monitoring performance information against objectives, outcomes and KPIs
- Taking corrective action in a timely manner when necessary
- Contribute to the impact measurement of the teams work in accordance with the MS Society's outcomes framework

4. General

- Compliance with MSS's governance procedures, MSS policies and procedures
- Contribute to a positive working environment in which equality and diversity are valued and staff are enabled to do their best
- Contribute to the work of the broader team
- Acting as project manager as required and contributing to relevant programmes and projects
- Providing advice to the Head of Campaigns & External Relations on matters relating to campaigns
- Responsible for the effective use of financial and other resources

Other Duties

- To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands
- To undertake any other works as could be expected of a Senior Campaigns Officer

Person Specification

In addition to demonstrating our core MS Society competencies that are listed at the end of this job description, the role requires knowledge and skills in the areas of:

Qualifications

- A levels/equivalent qualification or

- Relevant professional experience, which demonstrates equivalent academic skills
- Evidence of continuous professional development

Experience

Essential:

- Experience of working in a campaigning environment to successfully deliver change
- Experience of promoting public involvement in campaigns and building and managing a network of campaign supporters
- Experience of writing and delivering high quality campaign materials
- Experience of working in a complex internal environment, of working collaboratively with internal stakeholders and working on cross-departmental initiatives
- Experience of cultivating successful partnerships with other organisations
- Some experience of project management for long-term programmes of work
- Experience using e-campaigning software and creating effective e-actions
- Experienced user of mainstream social media channels (eg Twitter, Facebook, LinkedIn)
- Demonstrable experience of applying effective problem solving techniques when the situation demands

Desirable:

- Experience working with volunteers, ideally within a branch committee structure
- Experience working in the charity sector
- Experience using Engaging Networks and Campaign Monitor

Knowledge and skills

Essential:

- Understanding of the charity sector and how charities influence public policy and practice
- An understanding of how digital and social media channels are used by organisations to campaign effectively
- Proactive, flexible approach, to campaign management, with the ability to identify and take forward opportunities as they arise.
- Some knowledge of the issues affecting people with long term health conditions
- Demonstrable commitment to collaborative team work
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity
- Excellent interpersonal skills
- Excellent written and verbal communication skills
- Good organisational and workload management skills
- Excellent IT skills, in particular Microsoft Word, Powerpoint, Excel and Outlook

Employment terms

Grade: Band F, Level 1

Signed by post holder

Date

Signed by Executive Director

Date



MS SOCIETY JOB DESCRIPTION

MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions. As a team manager, supports individuals to deepen their knowledge and understanding of the MS Community, sharing their own experience and examples of doing so.	Together Expert
Open to change and innovation	Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure. As a team manager, supports and motivates team to try new things, pursue innovation that leads to better organisational outcomes, and share lessons from failures.	Bold Ambitious
Sound decisions	Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action. As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.	Ambitious Expert

Collaborative working	Invests time and energy to establish trust and build positive working relationships with individuals and teams across the organisation. As a team manager, actively enables learning and working as a team, supporting the work of other teams and creating opportunities for cross organisational working.	Together
Effective Communication	Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate. As a team manager, engages team through seeking feedback, listening and responding to different viewpoints while ensuring everyone is clear about key messages, role expectations and organisational goals.	Together Expert
Outcome focussed	Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes. As a team manager, maintains focus on successful outcomes rather than hours worked, empowering and trusting people to be responsible and accountable for their work.	Bold Together
Inclusivity	Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work. As a team manager, promotes an inclusive culture that recognises and values what each individual brings to the team, ensuring reasonable adjustments are put in place to support this.	Together
Accountability	Takes responsibility for work and personal actions; delivers on commitments, indicating where work is behind and help is needed, and acknowledges and learns from mistakes.	Bold Expert Ambitious

	As a team manager, sets and communicates clear expectations for self and others, speaks up and appropriately challenges when things aren't working and addresses problems quickly and transparently.	Together
Tech Savvy	Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness. As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.	Bold Ambitious