



Senior Campaigns Officer job description

This job description gives an overview of the kind of work and level of responsibility expected for this role. It's not a complete list of all tasks, and duties may change occasionally. But the overall nature of the job and the level of responsibility will stay the same.

Section 1 - Job details

Job title	Senior Campaigns Officer
Directorate	Research and External Affairs
Department or team (if applicable)	Campaigns
Reports to	Campaigns Manager
Direct reports	None
Job location	Office based in London with flexible to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job purpose

To support the successful delivery and impact of the MS Society's campaigning by:

- Project managing and delivering key campaigns on issues that affect people with MS
- Providing insight and expertise into campaign tactics, best practice, latest industry learnings and optimisation of digital actions
- Effectively mobilising our audiences to get involved in and shape the MS Society's campaigns

Section 3 - Key responsibilities and accountabilities

	One line description of responsibility or accountability
1	Develop, plan project manage and evaluate a suite of campaigns in collaboration with staff and supporters
2	Provide timely and tactical insight and expertise to shape both our reactive and proactive campaigns activities, sharing best practice and actively contributing to a culture of learning and innovation
3	Build digital campaign actions and supporter emails using relevant tech platforms
4	Support effective communication between teams to coordinate a coherent calendar of campaigns and maximise opportunities for integrated engagement and communications
5	Monitor and track KPIs and campaign trends and make appropriate recommendations to ensure MS Society campaigns are impactful and informed by robust data where appropriate
6	Embed co-production into our campaigns activity
7	Contribute to the overall implementation of our influencing objectives and wider influencing activities

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of MS Society resources within scope of role, including optimising the use of subscriptions, memberships or paid platforms
Staff or volunteers	Work effectively and collaboratively with staff and volunteers across the MS Society, including providing support to junior and non-campaigns colleagues around campaign tactics and delivery
Budget	Making recommendations for optimising the value of our expenditure and maximising our charitable outputs
Key relationships	External affairs teams, volunteer, marketing, individual giving, digital and content teams
Information security and data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned by the MS Society. Including following data governance policies and processes for campaign data and appropriate use of internal and external technology

Section 5 – Key deliverables

	Measures of success
1	Campaign activities under role's delegated responsibility are effectively project-managed, informed by best practice and sound tactical decision making and are well coordinated internally and externally
2	Campaign actions and communications are mobilising and inspiring to our target audiences, increasing and deepening engagement and reach
3	Co-production is a consistent thread throughout our campaigns planning and delivery cycles, including a range of activities from the co-production ladder of engagement

Section 6 – Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production	2		X		X
Open to change and innovation	3	X		X	
Sound decisions	2		X	X	
Collaborative working	2				X
Effective communication	3			X	X
Outcome focussed	2	X			X
Inclusivity	2				X
Accountability	2	X	X	X	X
Tech savvy	3	X		X	

Level	Description
5	Strategic Has a broad and advanced understanding of the organisation's policies, procedures, and how things work across the MS Society, or has deep expert knowledge in a specific area. Shares expert advice on topics related to MS and represents the MS Society in public or external settings. Clearly explains the organisation's vision and strategy in a way that others can understand and act on. Makes important decisions that have a big impact and ensures the right resources are in place to support them.
4	Expert or recognised authority Shows expert knowledge and strong leadership, influencing others in a positive way. Colleagues regularly perform tasks at a high level, instinctively understanding what needs to be done, how it affects other areas, and how it can be improved for the MS Society's benefit. They have deep expertise and focus on developing their skills. They're the go-to person for advice and are known for their knowledge, using their experience to tackle new challenges. They are responsible for managing significant resources, like people and budgets, related to their work.
3	Complex These roles may or may not involve managing others, but they require using experience or professional knowledge to handle complex information or raw data. The work often involves solving unusual problems by using your own judgment, without needing instructions. You'll also need to work with others to overcome challenges and achieve results across different teams or departments.
2	Enhanced These roles may or may not involve managing people, but they are responsible for handling cases and providing face-to-face services. Or managing internal or external processes and people (including volunteers). People in these roles understand how their team or function works, help build good relationships inside and outside the organisation, and work together to achieve results. They use their knowledge to organise and manage tasks and processes, solve everyday problems, and help improve the way things are done..
1	Foundation People in these roles contribute to the MS Society without any responsibility for managing processes or people. People in these roles understand what's needed for their job and how it fits with other roles and tasks. They know what needs to be done and have the skills and ability to complete those tasks.

Section 7 - Qualifications and training

(List qualifications and training needed for this role)

Qualification or equivalent	
Internal training	All internal mandatory training to be completed within 6 months. Training on CRM and technical and campaign platforms as required.
Other professional training or qualifications	

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the job)

Essential requirements will be tested at application stage (A) and used as shortlisting criteria for deciding who will be invited to interview.

Requirement	Essential	Desirable	Tested*
Experience of working in a campaigning environment, including developing creative tactics to engage and mobilise supporters, with excellent written and verbal communication skills, including in campaign and digital first copywriting.	X		AITP
Experience of planning projects and or project management with a proactive, flexible, and impact driven approach, ideally within a campaigns or influencing environment.	X		AITP
A good understanding of the range of tactics that can be deployed to campaign effectively and when to choose one tactic over the other.	X		AITP
Experience of using initiative and applying effective problem solving techniques when the situation demands.	X		AIP
Commitment to collaboration within and outside of your immediate team and experience of supporting joint working.	X		AIP
Excellent IT skills, including experience of building and launching e-campaign actions (e.g. emails, petitions, polls, etc.) and an ability to pick up new technology and systems easily and at pace.	X		AP
Good organisation, prioritisation and workload management skills.	X		AIP
Experience working directly with volunteers or supporters to co-produce campaigns, or of facilitating groups or delivering training and capacity building activities.		X	IP
Experience of working on issues that impact disabled people and or people with long term health conditions.		X	IP

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1s and PDR)

Section 9 – Other information and requirements

Confidentiality	Make sure sensitive or personal information is kept private and only shared with the right people. All information must be handled according to GDPR and other relevant laws and rules.
Equality, diversity and inclusion	Make sure all your work supports our commitment to equality, diversity, and inclusion. As a charity focused on helping disabled people, we expect everyone to be open-minded and creative in finding and removing any barriers that might affect disabled people, including colleagues, who work with us.
Health and safety	Help create a safe working environment by following all health and safety rules and completing any required training.
Safeguarding	We're committed to safe and responsible recruitment. We aim to protect the wellbeing of children, young people, and vulnerable adults, and we expect all staff and volunteers to support this. Background checks and a Disclosure and Barring Service scheme check will not be required for this role.
Digital, data and Technology	Use technology confidently to do your job, including internet voice and video calls, Microsoft Office, the MS Society intranet, HR and finance systems, case management software, and other MS Society tools and apps.
Unusual specific physical or mental demands associated with the role	None
Travel requirements	Occasional attendance to the office or meetings in London, and other parts of the UK for campaigns or team activities.
Unsocial hours	Occasional out of hours working and or travel. TOIL can be claimed, as per MS Society's TOIL policy

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