

Campaigns Officer

Purpose of role

- To work with colleagues to achieve impact and change via campaigns.
- To engage the Co-operative Party's members, supporters, local parties, elected representatives and other like-minded organisations in those campaigns to achieve agreed outcomes.

Key accountabilities

- Identifying campaigning opportunities and causes that would make effective Co-operative Party campaigns – across a wide range of political and policy issues.
- Develop, plan and execute multi-platform campaigns that engage a wide range of stakeholders and achieve impact based on agreed objectives.
- Working with the Communications Team, to develop and deliver the Party's campaign strategy, including innovative methods of digital engagement and campaigning.
- Working with Regional Organisers to mobilise members and local parties behind campaigns, including the identification of leads. Developing campaign collateral and materials – making it easy for members to get involved.
- Supporting members and local Co-operative parties to run their own effective campaigns based on local priorities via advice and training.
- Work with the Communications Team to achieve the Party's wider communications and media objectives.
- Contribute to successful Co-op Party events that reflect our campaign priorities.
- Working with the Representation & Political Affairs Team to contribute to the development and delivery of effective political and communications strategies.

Performance measures

- Party is seen to be running interesting and relevant campaigns which are attracting the support and interaction of members, supporters and like minded organisations.
- Local parties are requesting and utilising campaign materials and packs.
- Campaigns are contributing to a measurable increase in online activity, and membership recruitment.
- Positive feedback from members and other key stakeholders

Key relationships

- All staff
- Local Party Officers
- Co-operative Party elected representatives
- Counterparts in other relevant and like-minded organisations.

Key experience, knowledge & skills

Essential:

- A commitment to the aims and objectives of the Co-operative Party
- Experience of devising and delivering campaigns to achieve change and impact
- An eye for spotting opportunities to communicate the Party's messages, with an entrepreneurial and persistent approach
- Excellent written and verbal communication skills and ability to write compelling copy for a range of audiences
- Ability to identify and utilise innovative campaign methods
- Experience of working collaboratively with colleagues to lead campaigns and deliver agreed outcomes.
- Knowledge, understanding and interest in the UK political sphere.



Desirable:

- Experience of working with volunteers
- Experience of using an organisation's social media channels
- Experience of the co-operative movement
- Experience of working with elected representatives

Location: London or home based (anywhere in UK)

Contract: Permanent

Hours: Flexible, between 4-5 days a week (depending on preference of successful applicant)

Salary: £29,960 - £32,121 per annum, pro-rata, depending on location.