

**Role Description**

**Our vision:**

**Our mission:**

*To create a world where everyone can love later life*

*To help people enjoy a better later life*

**Job Title:**

**Our core competencies:**

* *Communicating with others*
* *Working with others*
* *Finding solutions*
* *Planning and delivery*
* *Innovation and change*
* *Learning and continuous* *improvement*

**Senior Campaigns and Communications Officer**

**Our values:**

*We are passionate and determined about making later life better*

*We work together as one team believing in the potential of people*

*We set the standard of success for ourselves and others to follow*

*We act with integrity and show pride in everything we do*

**Role Description**

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| Job Title: | Senior Campaigns and Communications Officer |
| Directorate Name: | Policy and Engagement  |
| Location: | Belfast |
| Type of role:  | Individual contributor |
| Contractual Status of Role: | Permanent |
| Hours: | 35 |
| Job Title of Line Manager: | Head of Policy  |
| Job Purpose: | To develop, implement and manage creative and effective campaigns to deliver changes that improve the lives of older people. |
| Main Responsibilities/Deliverables: | **1. To develop, implement and manage creative and effective campaigns to improve the lives of older people.*** To develop, implement and evaluate campaign strategies to deliver changes which will improve the lives of older people.
* To work closely with Age NI staff and Age Sector Networks to ensure effective delivery of campaign objectives.
* Toundertake or commission research to create evidence based campaigns.
* To build and maintain positive relationships with external stakeholders including politicians, policy makers, the media and other relevant organisations.
* To provide support to Age NI‘s engagement with political representatives, including providing support to the All Party Group on Ageing and Older People.
* To monitor the policy environment and respond to public policy consultations, as appropriate.
* To monitor and report on campaign activity against agreed objectives.
* To comply with Age NI policies.

 **2 To build and maintain a strong network of campaign supporters, maximising the involvement and participation of older people.*** To develop and implement a supporter development strategy that builds a network of campaign supporters, harnesses the views of older people and maximises their involvement in campaigning.
* To work with Age NI staff and Age Sector Networks to develop their skills and confidence in campaigning, providing them with effective support tools.
* To identify and collate personal, real life stories to support campaign objectives, complying with requirements of the Data Protection Act 1998.
* To support, as appropriate, volunteers involved in Age NI campaigns activities.

**3 To promote Age NI campaigns and policy messaging, using multi-media channels to reach and inform stakeholders, as appropriate.*** To develop messages, content and activities to promote campaigns and deliver campaign objectives.
* To develop and utilise new and innovative campaign techniques to reach and engage campaign supporters, using digital campaigning tools and platforms.
* To develop content for the Age NI website, relevant newsletter and social media channels to promote and secure wide spread support for Age NI campaigns.
* To promote Age NI campaigns to internal and external audiences and represent Age NI externally, as appropriate.

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| Experience: | **Essential*** Proven experience of working in a campaigning, policy or public affairs environment, with a track record of developing and implementing successful campaigns to deliver social change
* Experience of promoting and supporting public involvement in campaigns and building a network of campaign supporters
* Experience of analysing and influencing public policy.

 **Desirable:*** Experience of working collaboratively with internal and external stakeholders, including working on cross functional initiatives
* Experience of supporting volunteers or managing staff
* Experience of managing budgets
* Experience of managing projects.
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| Knowledge: | **Essential*** Good understanding of legal, policy and political context which impacts on the rights and interests of older people
* Strong knowledge of how to achieve change through campaigning.

**Desirable:*** Knowledge of the opportunities and challenges arising from our ageing population
* Good understanding of the voluntary and community organisations involved with older people.
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| Skills: | **Essential*** Ability to think strategically and to develop and implement strategies to deliver campaign objectives
* Excellent interpersonal skills and ability to develop positive relationships with key stakeholders and decision makers
* Ability to manage complex and competing priorities and meet tight deadlines
* Ability to produce clear campaign messages and content, appropriate for a range of audiences and communication channels
* Computer literate with experience of using MS Office software.

**Desirable*** Ability to use a range of social media and digital campaigning tools.
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| Qualifications  | **Essential:*** Third level qualification in relevant discipline e.g. social policy, research, politics, communications or 5 years’ experience working in a similar field.
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| Additional circumstances | **Essential:*** Full driving licence and access to car for business purposes or access to a form of transport that will meet the travel requirements of the post
* Flexible approach as weekend and evening work may be required.
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| **Notes:** * ***This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role. Therefore, this role description does not describe any individual role holder.***
* ***In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.***
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