

Job Description

Job Title: Campaigns Manager

Department: Policy and Public Affairs

Date: Feb 2022

Reports to: Head of Policy and Public Affairs

Job Purpose

To plan, develop, deliver, and evaluate Electrical Safety First's campaigns across the UK which aim to reduce the number of deaths, injuries and accidents caused by electricity.

To support the Head of Policy and Public Affairs with Electrical Safety First's public affairs work programme at Westminster.

Dimensions

There are no direct reports. Budgetary responsibility – budget TBC

Duties and Responsibilities

Manage the development, delivery and evaluation of integrated campaigns and influencing approaches which shape public debate and secure changes to policy, consumer behaviour and standards for electrical safety.

Working from the conception of a campaign idea through to delivery and analysis; planning developing and executing campaigns, measuring their performance and evaluating and reporting on their effectiveness.

Work collaboratively across the Policy and Public Affairs Team, and with the Technical and Communications teams, to ensure campaigns are grounded in evidence, insight, and a clear path for change.

Build strong relationships across the organisation to secure the support and expertise for impactful campaigns, and to ensure they are fully aligned to, and support delivery of, Electrical Safety First's strategic priorities.

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Support with the delivery of parliamentary and stakeholder activities based on a sound understanding of key audiences to keep electrical safety at the top of the political and safety agenda.

Undertake other tasks to support the Head of Policy and Public Affairs and wider charity team

Person Specification (essential)

- Educated to degree level or relevant experience in a similar role
- Proven experience of working in a campaigns environment within a third sector or public sector organisation, with a demonstrable track record of securing positive change
- Managing cross-organisational campaigns from concept through to evaluation using an evidence-led approach
- Strong project management abilities, including project planning, time management, implementation, monitoring and evaluation
- Experience of developing and delivering public affairs activities at Westminster
- Excellent verbal, writing, presentation, organisational and administrative skills
- Ability to build effective relationships internally and externally – this role is varied and requires cross-organisational working across the Charity
- A team player – willing to help support colleagues within the organisation
- A positive 'can do' attitude with a clear focus on outcomes and impact
- Ability to work under pressure and to tight deadlines
- Good IT skills
- Ability to travel when required throughout UK and occasionally work outside normal contractual hours

Person Specification (desirable)

- Interest in working in the not-for-profit sector

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- Experience of working in a consumer safety or protection related organisation
- Experience of working in public affairs in the devolved nations