



Campaigner

Functional Team: Campaigns

Reports To: Campaigns Manager

Location: UK - Nationwide

Working Arrangements: Remote working, permanent, regular or ad hoc

MISSION OBJECTIVE

The Campaigns team at 38 Degrees is accountable for technical expertise in identifying, defining and delivering people powered campaigns across a range of issues rooted in the priorities and lives of our community of supporters and target audiences. Our Campaigns team creates opportunities for impact on issues which can improve the lives of our community of supporters, which serves our vision of changing the country to become fairer, more respectful and more sustainable. The Campaigns team is the main driver of activity from our supporters and beyond as we seek to engage a broad base of the public. They are responsible for serving a compelling and empowering offer to our community of supporters, who take action to impact our country and who donate to fund 38 Degrees and our campaigns. It's this mix of engagement and fundraising that we regularly monitor to ensure the health of our organisation.

The role of the Campaigner is to create impact by delivering on the campaign priorities of our community of supporters and target audiences.

Reporting to the Campaigns Manager, the Campaigner is responsible for delivering on critical aspects of campaigns across thematic areas including implementation of activities such as tactic development, writing and building content, optimising content and working on organisational critical projects. The Campaigner measures and monitors the outcomes achieved from campaigns and suggests solutions.

The Campaigner proposes and is consulted on ways to move the country closer to our vision.

This job describes the role of Campaigner. The 38 Degrees team works in a culture of togetherness, passion for our issues and determination to win, so from time to time the team will be expected to perform activities outside of their normal role.

Commitment

All 38 Degrees staff should have a deep commitment to our mission of empowering our supporters to win campaigns on the issues they care most about.

DUTIES AND RESPONSIBILITIES

MANAGE INTEGRATED PROCESSES



- Propose and deliver content such as emails, tech, social content, using insight from our community of supporters and target audiences and understand opportunities for impact, engagement and raising income.
- Propose and deliver tactics to help amplify 38 Degrees campaigns.
- Understand and master the 38 Degrees approach: translating complex issues into understandable concepts, meeting people where they are and serving low and high bar ways for busy people to make a difference.

ALIGN



- Pitch campaigns that are consistent with the objectives and strategy of the Campaigns team.
- Advise managers and staff on guidelines, timelines, and procedures regarding the implementation of campaign activities to build an informed basis for interactions and to support smooth and sustained delivery of campaigns.
- Devise and execute campaign and project plans.
- Evaluate and improve campaign delivery to better serve our community of supporters and target audiences.

SUSTAIN SERVICE



- Deliver a full range of campaigns activities aligned to established plans ensuring consistent timeliness and quality of deliverables.
- Assess and evaluate the performance of campaign activity against metrics, identifying areas of improvement or changes in approach aligned to changes in delivery conditions and draw on lessons to inform and optimise future campaign plans and tactics

TARGET SKILLS PROFILE



SUBSTANTIVE KNOWLEDGE

Demonstrated capacity gained through significant experience conducting structured review of campaigns, ensuring the agreed targets and impact are fully evaluated.

CONCEPTUAL

Significant understanding of the interconnected components needed to deliver an effective multi-platform campaign.

APPLIED

Oversee timely production of campaign deliverables working collaboratively with colleagues.

POLITICAL KNOWLEDGE

Supports Managers and Directors in shaping campaign strategy using political analysis to develop plans.



COMMUNICATION SKILLS

Significant demonstrated skill in working with internal and external stakeholders to deliver campaigns.

INTERNAL

Ability to create relevant engagement strategies when collaborating with and to strengthen relationships with internal teams, partners and external stakeholders

EXTERNAL

Lead on engaging and communicating with equivalent stakeholders or partners to ensure a coordinated approach to a campaign or project.



EXECUTION SKILLS

Demonstrable significant experience of planning, delivering and evaluating high quality, impactful campaigns.

TIMELINESS

Set measurable campaign or project targets in collaboration with management and ensure targets are achieved.

QUALITY

Conduct a structured review of campaigns, ensuring the established quality standards are sustained.

TARGETED SPECIALISED KNOWLEDGE

- Significant experience of consistently delivering successful campaigns in a fast paced organisation, producing high quality work products (including emails, copy, etc) within 38 Degrees campaigning standards and expectations.
- Understanding of public opinion and experience making data-driven decisions.