**Campaigns and Engagement Support Officer**

**Role Profile and Person Specification**

**Reports To:** Campaigns and Engagement Manager

**Salary:** £31,523-£35,463

**Hours:** Full time (35 hours per week), Monday – Friday

**Contract:** Permanent

**Direct reports:** None

**Department:** Campaigns

**Main Place of Work:** 181 Oxford Street (3rd Floor), London, W1D 2JT

*The building has a small lift which is only accessible from 1st floor landing.*

*This role requires you to be in the office 2 to 3 days per week, with the rest from home if you wish. Office based working may be more frequent during the probationary period.*

*This role may require occasional work outside of traditional office hours, with time given off in lieu.*

*This role may require occasional travel within the UK and Isle of Man and Jersey.*

**Role purpose**

This year we are on the cusp of seeing assisted dying for terminally ill adults legalised across the British Isles. Legislation is on the table across Parliaments in Westminster, Holyrood, Jersey and Isle of Man with the possibility of Bills passing all stages in one or more of those jurisdictions by the end of 2025. It could not be a more important time to join the leading UK organisation campaigning for choice at the end of life and to play an active role in making history on an issue of societal change as significant as the decriminalisation of homosexuality or the legalisation of abortion.

After winning a key vote in Westminster last November, we are closer than ever to law change but Dignity in Dying still faces challenges ahead. The only way we will overcome those challenges and make assisted dying a reality for dying people across the British Isles is by building an unstoppable people-powered movement for change.

Assisted dying has consistently had high public support and Dignity in Dying has a rapidly expanding supporter base who want to see the law change soon. The Campaigns and Engagement Support Officer will recruit, activate and engage supporters of choice at the end of life to make their voice heard – to Parliament and the wider public. You will support them to take key campaign actions to ensure Parliament feels the weight of public pressure in favour of law change.

This is a varied and interesting role that will suit someone who enjoys working with people of all ages and backgrounds, has plenty of initiative, is adept at organising events from the grassroots to Parliament, can absorb content from a range of sources, and enjoys getting creative with different projects and tasks. All while pursuing their growth and career development as part of a dynamic and supportive campaign team.

**Key responsibilities:**

**Volunteer and supporter networks**

* Support the Campaigns and Engagement Manager with the management of our national network of local campaign groups; respond to queries and manage relationships with group leaders, write motivating and engaging emails (including using email marketing programmes), lead training sessions, attend local events, lead on designing engaging & clear resources
* Manage inboxes that receive enquiries from our wider supporter and member network as well as the interested general public, triaging emails to other members of the team and leading on responses to engaged supporters.
* Manage Dignity in Dying Facebook and WhatsApp groups for more engaged supporters across different jurisdictions.
* Identify opportunities for further engagement with supporters, members and volunteers (e.g. for someone to share their story, start a new local group, or arrange a face to face with their MP)
* Manage key supporter resources, merchandise and materials, such as t-shirts, pens, leaflets and banners. Identify when stock needs to be ordered, and working with colleagues including the Campaigns Support Officer, input on the design of new materials and merchandise for demonstrations and events, based on supporter feedback.

**Personal stories & media**

* Work with the Media and Campaigns Officer to triage ‘share your story form’ entries – filtering out irrelevant/unusable stories, signposting to sources of support where appropriate, flagging potential stories for follow up
* Work with the Media and Campaigns Officer to lead initial calls with potential personal stories and act as the main point of contact where appropriate
* Support colleagues with organising personal story attendance at key parliamentary events
* Offer occasional support to colleagues in the Media team with media monitoring (using media monitoring software) digesting and summarising daily news coverage for the wider team

**Public Affairs**

* Work with Public Affairs colleagues to develop a good understanding of the key target MP constituencies and relay MP intel between local supporters / personal stories and colleagues
* Support the Campaigns and Engagement Manager to identify opportunities to activate our supporters in the key target constituencies, such as via the delivery of our meet-your-MP webinar series
* Support the three Campaign Managers with the delivery of Parliamentary events, lobby days, Party Conference events and demonstrations, in Isle of Man, Jersey and Scotland where required as well as Westminster
* Work with Public Affairs colleagues to understand key target members of the House of Lords and relay intelligence between supporters and colleagues
* Support the delivery of Parliamentary emails and mailouts

**Community engagement**

* Work with colleagues across Digital, Media and Campaigns teams to grow our supporter base aligned with our key target constituencies, e.g. by organising online and offline events in underrepresented areas of the country
* Handle requests for external speaking events, e.g. an MP constituency roundtable or a University or school event and support the development of a reliable speaker network
* Work with colleagues across Digital and Policy teams and the Campaigns and Engagement Manager to develop a plan to activate sympathetic institutions and organisations across the country, such as universities, unions, charities and community groups

**Office support**

* Help with processing incoming and outgoing post, particularly around busy times like fundraising appeals and parliamentary mail outs.
* Triage phone enquiries to the main switchboard
* Any reasonable engagement or administrative activities as required for Dignity in Dying or Compassion in Dying

**Person specification**

**Experience – essential**

* Experience of engaging with volunteers, members or service users; providing support, handling enquiries (including over the phone) and developing resources with a friendly and confident approach
* Experience of managing projects and/or organising events in a fast-paced environment
* Experience of processing information using administrative systems (e.g. databases)
* Experience of writing engaging content for a public audience
* Experience of campaigning or activism, preferably at a local level

**Experience - desirable**

* Experience of engaging volunteers, members or service users via social media
* Experience of using design software to make simple materials and resources
* Experience of using email marketing programmes, e.g. Mailchimp or Engaging Networks
* An understanding of the UK Parliamentary system and interest in current affairs

**Skills and abilities**

* Adept at engaging with volunteers or members of the public of all ages and backgrounds with an ability to inspire and motivate others
* Creative and self-motivated, with the ability to contribute ideas and develop them into practical action
* Ability to plan, organise and prioritise own work to deal with conflicting priorities and ensure deadlines and objectives are met
* A fast learner with the ability to assimilate new skills and information
* Excellent verbal and written communications skills, including the ability to respond to enquiries politely, sensitively in line with organisational messaging and awareness of GDPR
* Strong interpersonal skills including the ability to work co-operatively and effectively with others as a member of a team
* A good understanding of the UK Parliamentary system, current affairs and media
* Excellent IT skills including knowledge of the Microsoft Office suite of programmes

**Values**

* Commitment to Dignity in Dying’s vision and mission.
* Commitment to Compassion in Dying’s vision and mission. The two are sister organisations, and share a desire to see individual choice at the heart of end-of-life decision-making. While Dignity in Dying seeks to extend patient choice at the end of life, Compassion in Dying works to raise awareness and facilitate the uptake of existing legal rights. The organisations have separate boards but share a CEO, some staff and premises.
* Commitment to working to the organisational behaviours of Dignity in Dying and Compassion in Dying – see below.

**Organisational Behaviours**

*Leading by example*

You lead by example through your behaviours and motivate others through your professional approach to work.

*Trust and respect others*

You are aware of your impact on others and treat other people with kindness and respect. You value diversity and listen carefully to understand the views of others.

*Proactive and supportive team member*

You work with others to reach a common goal by sharing information and supporting colleagues.

*Strive to be the best*

With a positive attitude, you work to a high standard to meet personal and organisational expectations.

*Responsibility and initiative*

You take ownership of your work and take responsibility for your actions and decisions. You use your initiative and take pride in what you do.