



Job Description

Job Title: Campaign Officer

Job Location: Haywards Heath

Reports to: Policy Campaigns Manager, (Policy & Global Advocacy Directorate)

Responsible for: N/A

Job Holder: Vacant

Department: Policy and Programme Strategies (PS2)

Job Purpose:

1. To support the delivery of Sightsavers' policy campaign.
2. To represent Sightsavers policy positions to external audiences as they relate to Put Us in the Picture. To contribute to national and international policy change.

Principal Accountabilities:

Provide support in delivering Sightsavers campaign strategy and campaigning related activity. (40%)

- In collaboration with the Head of Multilateral Engagement and Campaigns and the Policy Campaigns Manager, contribute to the delivery of a creative, ambitious, ten year campaign vision for Sightsavers that influences national governments, political parties and policy-makers to deliver policy change at UK and international level(s).
- Support the Policy Campaigns Manager to build and strengthen Sightsavers global approach to campaigning by contributing to the development of operational plans and delivery.
- Monitor the external policy and campaigning landscape and use this intelligence to inform campaigning activities and tactics.

Support the implementation of relevant 'campaigning' technical capacity and funding within Sightsavers. (40%)

- In collaboration with the Policy Campaign Manager and communications colleagues, support the development of strategic campaigning tools, approaches, supporter journeys and materials in line with the campaign's key objectives.
- Provide support to communication colleagues in strengthening the campaigns online presence, the campaign email programme and social media. Ensure internal and external profiling of key campaigning activities and campaign moments.

- Working with colleagues across Communications and Fundraising recruit, manage and mobilise Sightsavers supporters, equipping them to engage constructively in campaign actions.
- Working closely with the Policy Campaign Manager and Communication colleagues identify opportunities to engage Sightsavers country office staff and programme participants in campaign actions.
- Identify opportunities for activism by our global supporters and the wider public (as appropriate).
- Work alongside communication colleagues to enable the organisation to access and take advantage of the global opportunities for online activism.

Representation and external relations. (20%)

- Represent Sightsavers to external stakeholders including decision makers, Parliamentarians and NGOs deputising for the Policy Campaigns Manager, when required.
- Work closely with the Communications team to raise the profile of Sightsavers campaign messages and help position Sightsavers as a campaigning organisation.
- Proactively, working with other members of the Policy and Global Advocacy team to ensure the delivery of policy, advocacy and campaigning events, as appropriate to support influencing campaigning and activity.
- To contribute to broader team objectives and decision-making where relevant.

Jobholder Entry Requirements - *the essential knowledge, skills and behaviours required*

Knowledge (Education & Related Experience):

- Three years knowledge and experience of campaigning.
- A proven track record of working within a team to deliver campaign strategies that achieve high level policy change.
- Demonstrable knowledge and experience of working with a wide range of campaigning techniques, including online and offline public mobilisation and recruitment.
- Experience of equipping audiences, including global audiences, with the tools needed to engage with campaign activities including campaign actions.
- Experience of managing digital campaigning tools and platforms.

Skills (Special Training or Competence):

- Ability to project manage effectively and deliver against agreed deadlines.
- Ability to represent the organisation to external bodies

- Strong presentational and public speaking skills.
- Strong intellectual skills for dealing with complex multifaceted issues
- Relationship building skills with internal and external audiences
- Excellent communication skills
- Ability to prioritise and work under pressure
- An understanding of and commitment to equality of opportunities for people with disabilities.

Core Behaviours:

- Communicating & Influencing
- Team Working
- Planning & Organising
- Change & Improvement
- Decision Making
- Delivery and Implementation
- Excellent interpersonal and collaborative skills.
- Ability to network and inspire others to collaborate.
- Persuasive.
- Resilient
- Action orientated
- Strong team player

Key Relationships:**Internal**

- Policy Campaign Manager
- Campaign Advisor
- PS2 Communication Team
- Head of Multilateral Engagement and Campaigns
- Director, Policy and Global Advocacy
- Head of Policy
- Head of Advocacy
- Policy Advisors
- Global Advocacy Advisors
- Digital Fundraising Team

External

- Government, Parliamentary and Political decision-makers and influencers in the UK
- Alliance partners
- Campaign networks
- Sector peers