**Job Description**

**Post:** Campaigns Officer

**Hours per week:** 34 (full time) normally worked over 4 days - see the Information for Candidates for further important detail on Beat’s working hours.

**Salary:** £24,947 per annum (Band 2)

**Contract:** Permanent

**Location:** Home-based with the option of working in a Beat office in Norwich, London or Warrington if preferred - see the Information for Candidates for further important information about Beat’s offices.

**Our Values**

At Beat, we share the vision of an end to the pain and suffering caused by eating disorders. We are inspired by the people we serve, by the difference we can make, and by our commitment to each other.

To make our vision a reality, we need to be bold. It takes a particular courage for our beneficiaries to ask us for help. And we need to be courageous in return – being proactive in seeking new opportunities, embracing new ways of working, and challenging things that are preventing our vision from becoming a reality.

Central to our success is our commitment to building and maintaining supportive and mutually empowering relationships with our colleagues, supporters and beneficiaries. In turn, these relationships provide us with unique experience and learning, which we use to speak with both compassion and authority about the realities of eating disorders.

We also believe that people performing at their best are happier in their work and that happy people perform at their best. So we create and protect a trusting and collaborative environment where people can experiment, learn and flourish.

We all have the responsibility of ensuring our behaviours and relationships reflect these values on a day-to-day basis and for holding ourselves and each other accountable when they do not.

When we get this right, we will achieve brilliant results together, making Beat a truly inspiring and enjoyable place to work.

**Purpose of the post**

The Campaigns Officer exists to change policy and practice to improve access to treatment and health outcomes among people affected by eating disorders. They will do this principally through the delivery of national campaigns and through ensuring that Beat’s policy positions are effectively communicated to key decision-makers.

**Relationships**

The Campaigns Officer reports to the Campaigns Manager. They will be a key member of the Policy and Campaigns Team, which sits within our External Affairs Department.

The Policy and Campaigns Team is led by the Head of Campaigns and also consists an additional Campaigns Officer, a Campaigns Engagement Officer, a Digital Campaigns Officer, a Policy Advisor and a Policy and Public Affairs Officer, and receives part time support from the National Officers in Northern Ireland, Scotland and Wales. The team has recently expanded and the role will be joining the team at an exciting time.

They will also collaborate with colleagues across the organisation on shared objectives, and will liaise with the Public Relations Team, Marketing Team and Clinical Team on content and messaging. They will also work with senior colleagues in the planning and delivery of campaigns, notably the Chief Executive and Director of External Affairs.

They will hold a number of external relationships with key stakeholders, specific to the campaigns they are leading on.

**Key Responsibilities**

1. Plan and implement national campaigns as prioritised in Beat’s five-year strategy and annual planning.
2. Support the Head of Campaigns to develop the organisation’s strategic approach to campaigns.
3. Convene campaigns planning meetings to ensure a cross-organisational approach is taken.
4. Identify and engage key external stakeholders, including politicians, civil servants and NHS decision makers, in order to achieve Beat’s policy objectives.
5. Work with the Campaigns Engagement Officer to create opportunities for campaigners, including writing engaging content, to support Beat’s campaigns.
6. Provide support to campaigners engaging with high level opportunities e.g. meeting with politicians or other stakeholders.
7. Keep up to date with the latest political trends and health policy developments.
8. Identify own personal learning and development needs and seek opportunities to address them.
9. Take responsibility for other duties relevant to the purpose of the role as requested by the line manager.

These responsibilities are subject to review and may be varied in emphasis depending on operational requirements.

**Person Specification –** *Campaigns Officer*

Candidates should take each of the points below and, using each as a sub-heading in the application form, demonstrate how they meet the requirements of the role.

Please note, this is not an entry-level post, so you will have experience in a relevant field.

Relevant Experience

Experience of measurable success working in a campaigns role, ideally in a health, charity or parliamentary environment

Personal Competencies

Excellent verbal communication skills with the ability to develop effective external working relationships

Strong analytical skills with the ability to identify opportunities and contribute to campaigns planning and strategy development

Good written communication skills with the ability to communicate to both expert and non-expert audiences

Ability to motivate and support others to take action

Ability to work under pressure, set priorities and meet deadlines.

Committed team player with ability and desire to contribute to team and organisational success

Specific Knowledge

Knowledge of how UK Parliament and Government, and ideally the NHS, operates

Knowledge, or demonstrable ability to gain understanding, of eating disorders and other mental health issues

Good working knowledge of Microsoft Windows and Office