



## Campaigns Officer

Job description and person specification September 2020

### **Key information:**

<b>Location:</b>	London (currently working remotely) *
	<small>*Please note, London based applicants are ideal, but we will consider people based further out as long as willing and able to travel into London for meetings post Covid</small>
<b>Pay:</b>	£15.50 per hour
<b>Hours:</b>	16 – 24 hours per week
<b>Post available:</b>	from now
<b>Application deadline:</b>	16/10/2020
<b>Interview:</b>	30/10/2020 (online)
<b>Reporting to:</b>	Head of Campaigns

### **About the role**

This is a new role to strengthen the national campaigning of Keep Our NHS Public, joining a small, but very successful and committed team.

Keep Our NHS Public (KONP) campaigns for an NHS which is publicly funded, publicly provided and publicly accountable, available to all on the basis of clinical need, regardless of ability to pay. We campaign for an increase in funding, an end to privatisation, safe staffing levels and against racist scapegoating in the NHS and against migrant charges.

You can find out more about us here: [www.keepournhspublic.com](http://www.keepournhspublic.com)

**The Keep Our NHS Public Campaigns Officer role is primarily designed to support the Head of Campaigns with ongoing campaigns, to support the development of new campaign initiatives, with a focus on digital campaigning activity, recruitment and fundraising, and to support and maintain close liaison with the KONP groups around the country, as well as helping local people set up new groups.**

The work of the Campaigns Officer may include; opposing NHS cuts, closures and privatisation (both local and national campaigns), stopping migrant charges and opposing racism in the NHS and other inequalities, tackling the mental health crisis, reclaiming social care. And this includes building stronger links with the trade unions, student unions and NHS staff contacts, and increasing diversity in KONP.

## Key responsibilities

The Campaigns Officer will be responsible to the Head of Campaigns. The person appointed will work with the KONP Executive Committee (EC) and Steering Group (SG), and with the two co-chairs and Head of Campaigns and the national team to support our campaigning activity, with a focus on digital communications.

*Note: The following is not an exhaustive list.*

- a) Working to the Head of Campaigns in supporting our public campaigns and taking the operational lead for the national team on specific campaigns where requested, working with nominated KONP EC or SG member(s).
- b) Supporting the Head of Campaigns in tasks related to events planning, organising meetings, conferences, protests and so on
  - Set up **Zoom** meetings, invite panelists, manage attendees.
  - Set up **Eventbrite** pages (**post-lockdown**)
  - Set up **Facebook Events**
- c) Supporting the Head of Campaigns in preparing leaflets and other campaign material
- d) Liaise with local KONP groups both to involve them in national initiatives and to provide support for their local initiatives
- e) Working with the national administrator, website editor and press officer in running specific campaigns
- f) Liaising with the Campaigns Officer and the Website Editor, upload regular articles and video content to our **WordPress** website
- g) Support the team by, for example, maintaining the **Google Calendar** and **Trello** project management platform
- h) Maintaining our supporter and contact lists and working with the team to expand them.
- i) Contributing to the development of our future online campaigning with a new CRM platform we have recently invested in to optimise and expand our website, social media, email, petitions, lobbying resources and more
- j) Grow our social media engagement with the aim of growing our supporter base
- k) Assist the National Administrator in keeping an eye on orders and packaging items (post-lockdown) bought via our **Woo Commerce Online Shop**
- l) Assist the Head of Campaigns manage video or audio content for campaigns including transcriptions and other **subtitling tasks**

## About you

You will ideally have good interpersonal skills and be able to communicate effectively by email, on video call, phone and in person. We are looking for a dedicated, friendly and helpful personality who copes well with stress and maintains focus on the workload.

This role requires someone who is calm in dealing with urgent matters, prioritises well and solves problems. You are sometimes asked to work against tight deadlines and must be able to be responsive and flexible. You will be able to work autonomously and flexibly in a dynamic organisation.

You may not have prior knowledge of NHS campaigning, but you must be sympathetic to the broad aims and objectives of KONP.

## Key skills and experience

### ***Essential***

- Commitment to the core values of KONP. You must understand and agree with the essential aims and bring an understanding of these aims to the role
- Team working skills are essential, with a strong and proven capacity to build and maintain good working relationships with others – either in partner organisations or within KONP
- Good IT skills including Word and Google Sheets

### ***Preferred***

- You are likely to have already had a few years' experience since graduating.
- A track record in socially progressive campaigning is preferable. Some experience of this kind, either paid or voluntary is a positive
- Good multi-media campaigning experience
- Experience using CMS, CRM and social media platforms. Experience using the platforms we use including WordPress, WooCommerce, CiviCRM, MailChimp, Zoom and Eventbrite are helpful but not essential

### ***Willingness to learn***

- As the role develops it may evolve to include other more in-depth IT skills such as Photoshop, InDesign, Adobe Premier, iMovie or Final Cut Pro X, for graphic design and basic video or audio editing tasks, such as subtitling

### ***Values and behaviours***

- Personal commitment to KONP's aims to defend a fully public healthcare system
- Commitment to social justice and equal opportunities
- Ability to reflect and learn, including sharing failures and uncertainties
- Positively receive feedback from the team and members of the community on your behaviours and work
- Ability to work with others and demonstrate a team-player and 'can do' attitude
- A commitment to promotion of KONP's [volunteer values](#) and anti-discriminatory practices

## More about the post

- This post is for 16-24 hours a week, commencing at £15.50 per hour
- Some of the weekly hours may occur in the evening and at the weekend, and time off in lieu is offered if this is the case
- KONP rents desk-space in a shared office in Hackney, London, where some of our team is based. Currently the team is working remotely. However, travel to London for team meetings is likely to resume post-Covid.
- You will ideally have access to own laptop or pc which you're happy to use for remote working (can be discussed)

## About us

KONP is a membership organisation which campaigns through 70 local campaign groups and with the support of several national organisations (all full affiliates). In addition, there are

numerous supporting affiliates. KONP has a steadily growing paying membership, and wider circle of supporters. KONP is run by an elected steering group consisting of representatives from the local and national affiliates, with an executive committee taking the lead on day-to-day matters.

There are currently four part-time posts in the national team. These posts are

- Head of Campaigns (4 days) reporting to one of the co-chairs
- National administrator (3 days), press officer (10 hours) and web officer (1.5 days) – all reporting to the Head of Campaigns

The Head of Campaigns is the senior member of the staff team participating in the leadership of KONP, initiating and running campaigns on key issues, and enhancing our capacity to run an effective campaigning organisation.

## How to apply

Our application process is quite straightforward. Just write to us with your reasons for applying, addressing the post and person specs **and include your CV**.

**Send your application, enclose your cv and submit it to [campaigns@keepournhspublic.com](mailto:campaigns@keepournhspublic.com) by the deadline.**

**Application deadline:** End of day, Friday 16<sup>th</sup> October  
**Interviews:** On Zoom, Friday 30<sup>th</sup> October

**If you have any questions about the role or are concerned about applying please email, Head of Campaigns Tom Griffiths at [campaigns@keepournhspublic.com](mailto:campaigns@keepournhspublic.com)**