

JOB DESCRIPTION

Job Title:	Campaigns Officer
Department:	Network, Advocacy, Communications and Campaigns (NACC)
Grade & Salary:	Grade D, salary £30,626
Location:	London
Contract:	Permanent, full time
Responsible to:	Campaigns Manager

HELPAge INTERNATIONAL

HelpAge International (HelpAge) is an international NGO with a vision of a world where older people fulfil their potential to lead active, dignified, healthy and secure lives. The HelpAge global network is made up of over 100 affiliates working to support older people and promote their rights, with programmes managed by a secretariat in London and Regional Offices in Africa, Asia, the Middle East and Latin America.

The world HelpAge wants to see is one where everyone, whatever their age, can say:

- I have the income I need
- I enjoy the best possible health and quality of life
- I am safe and secure, free from discrimination and abuse
- My voice is heard.

Campaigns and Communications

HelpAge has significantly grown its advocacy, campaigns and communications capacity to build profile, support fundraising and change policy in favour of older men and women. The team is merging to form a Network, Advocacy, Communications and Campaigns Department to further strengthen this area of work. The with members in London and each regional office, leads on communications, campaigns, fundraising communications, advocacy, digital and media to deliver HelpAge International's vision and mission by:

- Delivering a smart advocacy agenda that increases profile and understanding of ageing in developing countries
- Leading on and coordinating global campaigns that inspire action on ageing and ageism
- Leading effective external communication and brand awareness, by building organisational and network capacities in communication
- Supporting the growth of a strong global network of organisations to promote the rights of older people.

Job Purpose

The Campaigns Officer will play a crucial role in HelpAge's global campaigns to ensure our partner organisations and campaigners are effectively campaigning for the rights

of older people around the world. You will work with teams across the organisation to deliver integrated global campaigns.

HelpAge is looking for a resourceful Campaigns Officer to support the Communications and Campaigns team to:

- Manage global campaign activity that aims to change policy and improve the lives of older people
- Support the organisation's global advocacy agenda through the campaign team's activities
- Work effectively with campaign partners in building advocacy capacity and to develop campaigning resources
- Create online and communications content to support campaigns work
- Seek out new opportunities to ensure the voices of older campaigners are heard through various communications and campaigns platforms
- Lead on the development of the Age Demands Action (ADA) steering group, a group of older campaigners from around the world who provide direction for our campaigns work in order for us to be accountable to older people
- Responsible for managing campaign volunteers

Key responsibilities

The Campaigns Officer will play an important role in developing our global campaigns work and building the capacity of partners to effectively campaign at the national level.

Planning, strategy and advocacy

- Develop global campaign plans and objectives with the Campaigns Manager and regional teams for key ADA campaign days
- Manage the three ADA campaign days throughout the year, coordinating across the communications team and the Global Advocacy and Ageing team
- Manage and distribute ADA grants to over 40 campaign partners
- Support the team with integrating campaigns across all communication channels, including media, advocacy and policy and digital media
- Support the Global Advocacy and Ageing team's network events with communications and campaigns support where necessary
- Be responsible for the delivery of campaign tactics on our work towards an convention on the rights of older people, ending ageism and achieving Agenda 2030 with the global advocacy and ageing team.

Building campaign capacity

- Develop campaign resources, including campaigns toolkits, PowerPoints and other tools
- Deliver online campaigns training sessions
- Monitor and evaluate all campaigns activities, track changes top policies, campaigns outcomes and lessons learned to ensure we improve.

Communications and media

- Work closely with the communications team in promoting campaigns activities and successes of our network through online and social media channels
- Collect, produce, proofread and upload campaign materials from older people and partners of the network (blogs, newsletters, videos) for the website and report on their impact
- Work closely with the Communications Coordinator and the Head of Communications and Campaigns to devise content for press releases and identify key spokespeople
- Support all campaigns-related administration tasks.

Accountability and voice

- Lead on the development of the ADA steering group as a way to ensure ADA is accountable to older people
- ensure older people have new ways to build their understanding of ageism with the creation of new tools and campaigns tactics.

Other

- Participate in civil society training sessions and join peer groups relating to campaigns
- Manage online research to gather intelligence data on other campaigns to improve creativity and innovation in our campaigns work
- Facilitate regular meetings, seminars and conferences when necessary
- You may be asked to undertake additional tasks, commensurate with status, after consultation and the provision of necessary support and training as appropriate.

Person specification

Essential

- Experience in international development-related campaigning or advocacy.
- Excellent project management skills, with a proven ability to plan work and meet deadlines when working under pressure on a number of projects, across a complex organisation.
- Demonstrably strong verbal skills.
- Excellent written communication skills
- Strong social media and online skills; with experience of using content management systems.
- Understanding of how media and campaigns integrate.
- Exceptional interpersonal skills to communicate with various stakeholders on a global level.
- Able to multitask and meet critical deadlines.
- Strong attention to detail and good organisational skills.
- Proficiency in Word, Excel and Outlook.

Desirable

- Past experience working with an organisation focused on older people.
- Additional languages preferred.
- Experience of taking part or working on political campaigns is an advantage.