



<b>JOB TITLE</b>	Campaigner
<b>TEAM</b>	Priority Campaigns and Individuals at Risk
<b>DEPARTMENT</b>	Supporter Campaigning and Communications
<b>REPORTS TO</b>	Campaign Manager – Human Rights in the UK
<b>RESPONSIBLE FOR</b>	Volunteers
<b>SCALE</b>	C
<b>HOURS PER WEEK</b>	35 (flexible working considered)

## OVERALL PURPOSE OF THE JOB

Working exclusively on the Human Rights in the UK campaign, the Campaigner is responsible for providing support to the Campaign Manager – Human Rights in the UK and to plan and deliver campaigns and actions, in response to external events, opportunities and strategic campaigning priorities. The post holder will work with other teams at AIUK to help identify tactical opportunities and develop appropriate messages for our political audiences, the public and our supporters.

## MAIN RESPONSIBILITIES

### 1. Campaign coordination

- 1.1 As directed by the Campaign Manager, develop, execute and lead campaign strategies and plans in line with the overarching campaign strategy and in response to external events and opportunities. Ensure the participation of relevant AIUK teams maintaining an overview of the Section's activities and resource allocations.
- 1.2 Recommend and facilitate creative, innovative approaches to making these actions effective and identify appropriate targets and opportunities to advance actions, projects and campaigns.
- 1.3 Initiate and undertake activities and events in support of campaigns strategies, plans and actions, e.g. organising, attending and/or speaking at/representing the campaign at meetings, events, demonstrations, relevant external conferences etc. where appropriate.
- 1.4 Maximise the impact of actions through identifying opportunities for influence in conjunction with other teams and departments, particularly the Advocacy and Programmes team and communications teams.
- 1.5 Provide reports to Campaign Manager on the progress towards objectives and evaluate campaigns and actions.

- 1.6 To deliver all aspects of this job description in line with ethical principles that Amnesty International is evolving to prioritise the needs and safeguard the dignity of those with whom we act.

## **2. Resource Management**

- 2.1 Work with the Campaign Manager on the sequencing and resourcing of actions, projects, and campaigns based on current priorities.
- 2.2 Work to mobilise activists and members to participate in campaigns in liaison with relevant AIUK staff (such as Community Organisers, Communications planners and Fundraising teams)
- 2.3 Develop, produce and organise the distribution of materials and products for activists and members and coordinate actions in conjunction with relevant AIUK staff (such as Community Organisers, Communications planners and Fundraising teams)
- 2.4 Monitor and report on any budgetary allocation.
- 2.5 Provide related administrative support to the Campaign Manager

## **3. External Relationships**

- 3.1 Participate in, and develop, tactical alliances with other organisations and Sections in order to deliver the actions, projects and campaigns.
- 3.2 To liaise with and give talks to AIUK activists and other stakeholders to encourage engagement with the campaign.
- 3.3 On occasion, and at the direction of the Campaigns Manager, to represent Amnesty and the campaign in the media

## **4. Other**

- 4.1 Work with the team to develop and achieve team objectives and plans.
- 4.2 Deliver all aspects of this job description in accordance with AIUK's Equal Opportunities Policy.
- 4.3 Undertake any other relevant duties or projects delegated by the line manager which are in line with the responsibilities of the post.
- 4.4 Take responsibility for own health, safety and welfare, comply with AIUK H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
- 4.5 To manage the health and safety of their volunteers, including conducting risk assessments as appropriate, and ensuring they have access to, and participate in, appropriate instruction, training and supervision.

PERSON SPECIFICATION Campaigner	
ESSENTIAL	CRITERIA
<b>Experience</b>	Experience working in campaigning/public relations/government relations/communications or other related area.
	Experience of organising events and meetings.
	Experience of project coordination.
	Experience of working with a range of people inside and outside own organisation to achieve objectives
<b>Skills and Knowledge</b>	Excellent Interpersonal skills, ability to communicate effectively on a one to one basis and in groups, with people from a range of backgrounds and positions internal and external to the organisation
	Knowledge of, and ability to apply, campaigning and policy change theory and practice
	Public speaking skills
	Ability to work flexibly and move between tasks, prioritising work and managing deadlines
	Excellent organisational skills, ability to track and monitor activities
	Ability to persuade and influence
<b>Equal Opportunities</b>	Understanding of and commitment to Equal Opportunities
<b>Amnesty's aims and objectives</b>	Understanding and commitment for the aims and objectives of Amnesty.
DESIRABLE	CRITERIA
<b>Skills and Knowledge</b>	Experience of campaigning on humanitarian crisis and/or human rights abuses.
	Experience of developing compelling communications materials both online and off line.
	Experience/understanding of human rights issues affecting people in the UK
<b>Other</b>	Ability to work unsocial hours and/or to stay away from home overnight on an occasional basis.