

Campaigns Coordinator

Job purpose:

To support the development and delivery of impactful campaigns that achieve the Law Society's influencing objectives.

Key Accountabilities:

- Coordinate the development and delivery of the Law Society's campaigns, particularly around access to justice and the rule of law
- Develop and drive forward engagement and influencing strategies that successfully mobilise key stakeholders, decision-makers, supporters and members in support of our campaigning goals
- Identify opportunities to raise the profile of our campaigns with our target audiences
- Establish effective working relationships and collaborate with colleagues at all levels across the organisation to achieve campaigns objectives
- Use evidence from communications research to develop campaigning messages that build public understanding and political support for change
- Mobilise communications framing research findings and recommendations with colleagues in the business, members, the wider fields of law and justice, as well as organisations and campaigning coalitions in other sectors
- Develop and maintain campaign project plans and project management systems
- Identify campaign success measures and work with others within the organisation to measure performance and review campaigns in light of data, analytics and other evaluation methods and metrics
- Provide campaign update reports to the Law Society's committees, Board, Council and office holders
- Co-ordinate and lead campaign events
- Maintain a reliable and secure record of key campaign documentation, content and stakeholder information/data
- Effectively use digital mobilisation tools to engage a wide and diverse range of audiences

Knowledge, skills and experience

Essential:

- Experience as a campaigns officer, or in a closely related role
- Experience developing campaign and influencing strategies, collaborating with a diverse range of colleagues and stakeholders
- Track record of translating complex policy and research into compelling campaigns materials and messaging
- Understanding of the UK political context and policy-making process in which the Law Society operates
- Demonstrable experience of effective stakeholder engagement and working with other organisations to achieve shared campaigning objectives
- Ability to use tact, diplomacy and pragmatism in designing and employing campaign tactics that engage a wide range of stakeholders with differing views to bring about change
- A creative approach with experience of using a range of methods to deliver impact and engage a range of audiences including member, decision-maker and public engagement
- Ability to provide reliable analysis of monitoring and evaluation data to measure campaign impact and review campaign strategy accordingly
- Excellent communication skills, both written and verbal, with the ability to liaise effectively with people at all levels
- Excellent attention to detail with experience of proof reading, writing copy, note taking and maintaining financial and contact records
- An inclusive, collaborative approach with the ability to motivate and engage others
- A proactive approach to initiating work and following activities through to successful completion

Planning & Organising

Essential:

- Excellent organisational skills and ability to successfully work on a broad range of tasks, manage competing priorities and projects independently with limited supervision
- Experience of working with online tools and databases such as Microsoft Office and 365 package including Teams and SharePoint, and campaigning software such as Engaging Networks

- A robust and resilient approach to work with support from the Law Society as appropriate
- A proactive approach to supporting a respectful and welcoming environment at the Law Society

Desirable:

- Track record of co-ordinating high-profile multi-channel campaigns to successfully influence policy change at a national level
- Experience working for a mission-led organisation
- Knowledge of issues relating to access to justice and the rule of law

Organisation Chart

Part of the Campaigns Team, Public Affairs Directorate and reporting to the Head of Campaigns

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