

# Job Description



<b>Job title:</b>	Senior Digital Campaigns Officer (Scotland)
<b>Department:</b>	Policy and Social Change
<b>Reporting to:</b>	Senior Communications and Public Affairs Officer (Scotland)
<b>Salary:</b>	£39,153 per annum
<b>Hours:</b>	35 per week
<b>Location:</b>	Based in Edinburgh, remote working will be considered
<b>Contract type:</b>	18 months fixed term contract

## Aim and influence

- As Senior Digital Campaigns Officer (Scotland), you will devise creative ways to increase awareness amongst the public of our new campaign to end homelessness in Scotland, using digital channels, including our website, social channels and email.
- You will lead the creation of supporter journeys to mobilise people across Scotland; turning public awareness and interest in homelessness into meaningful actions that lead to change.
- You'll work with others to make sure our campaigns are joined up with our digital, data, technology and marketing teams, and to make sure that our digital campaigns have a direct impact on the policies and practices needed to end homelessness.



**Together**  
we will end  
homelessness

## Organisational chart



*Please note structure is subject to change*

## Job responsibilities

- With the Policy and External Affairs team, develop campaign influencing strategies to end homelessness in Scotland.
- Using digital insights and data, lead on the digital influencing plans to win campaigns and grow our supporter base in Scotland, ensuring Crisis supporters to have their say and get involved in campaigning using digital channels
- Use digital to amplify the voices of people with lived experience of homelessness and ensure they have a strong presence in our campaigns.
- Create digital content and tools (specifically campaign emails and actions such as interactive quizzes, petitions, message sharing tools) that involve Crisis supporters, people experiencing homelessness, politicians and other audiences in campaigns to end homelessness.
- Work with Brand and Marketing colleagues to plan, develop and manage digital campaigns assets and content across channels to maximise reach, awareness, conversation and engagement, including but not limited to campaign pages on the Crisis website, supporter emails, social media content, paid media and influencer engagement.
- Measure impact by working with colleagues in the digital and analytic insights teams to develop digital objectives and measurement frameworks aligned with influencing and engagement goals. Monitor campaign performance and optimise accordingly.
- Work with colleagues from the England and Wales campaigns team, the digital, data and technology team, and the marketing team to coordinate our use of digital tools and channels across the organization and manage supporter journeys and data.

### Senior Campaigns Officer – Job Pack

- Working with colleagues in Brand and Marketing, identify opportunities to use new digital tools or channels to reach new audiences
- Work with the supporter care team to manage enquiries from supporters and campaigners (particularly regarding online actions)

### General responsibilities

- Actively encourage and support the involvement of Crisis's members (lived experience) in our campaigns.
- Develop and maintain an understanding of the charity's work and the needs and circumstances of people experiencing homelessness.
- Complying with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work Act.
- Ensure digital campaigning meets Crisis policies on GDPR, brand, security, and data handling and takes account of charity law, reputation and safeguarding.
- Carrying out any other duties that may reasonably be required in the light of the main purpose of the job.
- Be guided by Crisis values in all you do by being bold, collaborative, impactful and equitable.

### Person Specification

#### Essential

1. Tangible experience of developing digital influencing strategies that result in significant increases in the volume of new supporters and deepened involvement for existing supporters.
2. Excellent technical knowledge and experience of digital tools and channels, particularly Engaging Networks and Adestra.
3. A creative passion for keeping up-to date with new digital innovations and effective supporter journeys.
4. Ability to think creatively, develop and test digital tools which strengthen campaigning successes.
5. Experience of working with data and analytics
6. Interest in Scottish politics, or willingness to learn
7. Strong communication skills including the ability to write campaigning materials for supporters  
e.g. website pages, social media posts, campaign emails, campaign actions, blogs
8. Ability to work with people from different teams to achieve goals
9. Excellent project management skills

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

## Supporting your application

### Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

### The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

### Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

### What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

### Does Crisis use Artificial Intelligence (AI) technology for shortlisting?

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

### Can I use Artificial Intelligence (AI) technology for my application?

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.

### How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience. Shortlisting is mostly based on the information you provide in the assessment form section. A strong application will also be in line with the Crisis Values that you can find on our website. Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

### How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us

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confirming that.

### **If I am not shortlisted, can I get feedback on my application?**

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

### **Can I get feedback after my interview?**

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview, we are able to provide feedback.

### **Will you notify me of future vacancies?**

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

### **I recently applied for a role and was not successful but have seen the role re-advertised. Is it worth me applying again?**

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

### **Crisis Jobs Online**

#### **I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?**

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

#### **I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this, and my information was lost. Is there any way to retrieve it?**

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work, and we are unfortunately not able to retrieve it.

### **Where can I get help?**

If your query has not been answered above, you can contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) for support.