

# Job Description



<b>Job title:</b>	Senior Digital Campaigns Officer
<b>Department:</b>	Policy and External Affairs
<b>Reporting to:</b>	Campaigns Manager
<b>Salary:</b>	£39,153 per annum
<b>Hours:</b>	35 per week
<b>Location:</b>	The team is based in London, but remote working at present
<b>Contract type:</b>	Permanent

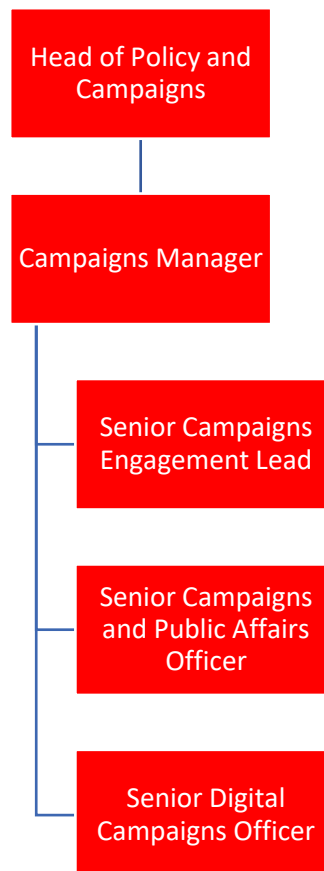
## Aim and influence

- As Senior Digital Campaigns Officer, you'll come up with creative ideas for getting people involved with our campaigns to end homelessness using digital channels, including our website, social channels and email.
- As part of the campaigns team, you'll help come up with ways to make policy changes happen that help end homelessness. You'll help to explain what needs to happen to end homelessness using digital channels, and build new ways for supporters to get involved and be part of our campaigns for change.
- You'll work with others to make sure our campaigns are joined up with digital, data and technology plans and developments across the organisation, 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

- Create digital content and tools (e.g. interactive quizzes, petitions, message sharing tools) that involve Crisis supporters, people experiencing homelessness, politicians and other audiences in campaigns to end homelessness
- With the Policy and Campaigns team, come up with ways to make change happen for people facing or experiencing homelessness, and help us to use digital to win campaigns
- With the Policy and Campaigns team, ensure we're using digital to help amplify the voices of people with lived experience of homelessness, and support them to campaign
- Develop and manage digital campaigns assets and content, including campaigns pages on the Crisis website, emails, and social media posts
- Help Crisis supporters to have their say and get involved in campaigning using digital channels
- Recruit and manage a Digital Campaigns Officer
- Use digital insights and data to help shape campaigns, and report on the success of digital tools and tactics and how they're helping us to win campaigns to end homelessness
- Work with digital, data and technology teams to make sure our use of digital tools and channels is joined up across the organisation

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- Work with the data team to manage supporter data and maintain and improve processes that support campaigns
- Work closely with the digital marketing and supporter engagement teams to ensure Crisis' social media, website, and supporter journeys support campaigning aims
- Help to manage digital agencies working with Crisis on digital and media planning
- Look out for opportunities to use new digital tools or channels to reach new audiences
- Support the planning and successful delivery of events, webinars, meetings and workshops led by the Policy and Campaigns team with the use of digital tools
- Manage enquiries from supporters and campaigners (particularly regarding online actions)
- Work closely with Crisis Scotland and Crisis Wales to support digital campaigns work across all three nations

### General responsibilities

- Actively encouraging and supporting the involvement of members in Crisis's campaigns. Our members are the people who use our services and get help from Crisis.
- Developing and maintaining 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.
- Carrying out any other duties that may reasonably be required in the light of the main purpose of the job.

### Person Specification

#### Essential

1. Experience of developing ways to engage and involve supporters in campaigns to achieve change.
2. Technical knowledge and experience of digital tools and channels
3. A willingness to keep up-to date with new digital innovations.
4. Ability to think creatively, develop and test digital tools which support campaigning aims.
5. Experience of working with data and analytics
6. Understanding of UK parliament and 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

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

## Supporting your application

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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 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 HR 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.

**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.

Support your statements with specific examples that show how you meet each of the person specification points. You may wish to use the **STAR approach**:

**S or T – Situation or task**

Describe the situation or the task that you had to complete. It could be something from your previous employment or personal experience – just make sure it's relevant. Given enough detail for the person shortlisting to understand what was involved

**A – Action**

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Describe the action you personally took to resolve the situation or task. Explain the process/steps you took. Even if you are describing a group project, describe what you did rather than what the team did as a whole

### R – Result

This is the crucial part of the answer. Explain how your actions resulted in a successful outcome. Talk about what you achieved, the benefits and what you learned.

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 all 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 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

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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 HR Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) for support.

