



Job Description

Campaigns Coordinator

Salary: NJC point 18, £29,269 (pro rata 37 hours)

Hours: 22.5 per week

Duration: 2-year Fixed Term Contract (1 year additional, subject to funding)

Location: Welfare Benefits Unit, 17 Priory Street, York YO1 6ET

Reporting to: Chief Executive

Main purpose and scope of the job

The Campaigns Coordinator plays an important role in coordinating the Advice York Network and the Lloyd's Bank Foundation Collaboration project. The role provides capacity to work with project collaborators to pull together the data to provide city-wide evidence, convene meetings of the bi-monthly forum, keep the website up to date, help with marketing and lead the drafting/dissemination of project outputs. Based at the Welfare Benefits Unit and reporting to the project steering group, the role is to draw together key stakeholders and knowledge.

About the project

The post is part of a two-year project funded by the Lloyds Bank Foundation. It is a collaboration between the Welfare Benefits Unit, Citizens Advice York, City of York Council, University of York, Peasholme Charity, Age UK and York Foodbank to understand the impact of local welfare support on claimants and influence the current and future design and take up of discretionary welfare provision.

Specific responsibilities

Policy

- Co-ordinate the consolidation of city-wide data, working with the project collaborators.
- Gather knowledge through collating information from key stakeholders across the City of York.
- Monitor and evaluate relevant welfare rights and local authority publications.
- Compile timely updates to be sent out to key stakeholders ensuring that all policy communications are accessible and inclusive.
- Lead on the production of an annual report on the impact of local welfare provision on claimants in York/ Yorkshire and Humber region in collaboration with University of York.

Events

- Coordinate events, meetings and workshops to engage stakeholders and raise awareness of key policy issues.
- Convene the bi-monthly project steering group, updating partners on the progress of and undertaking actions from each meeting.
- Convene and manage the bi-monthly forum including coordinating agendas, invites and preparing the minutes.
- Ensure all practicalities relating to events are managed effectively, including communicating with contributors, maintaining invitee and RSVP lists appropriately and arranging equipment and catering on time and within budget.
- Take minutes of each meeting and distribute them to partners in a timely manner.
- Lead on evaluating each event or activity to assess impacts and ensure ongoing learning.

Engagement

- Develop and maintain professional relationships with key stakeholders across York.
- Attend events and meetings to promote the project.
- Actively engage with stakeholders on an ad hoc basis.

Communications

- Lead on updating project websites.
- Plan, create, and deliver engaging and impactful communication campaigns across various channels, such as social media, website, email, press and events.
- Actively monitor and evaluate the effectiveness and impact of communications activities, using data, intelligence and feedback to inform future decisions and actions.
- Collate monthly stats on performance of our social media, newsletter and website and prepare quarterly impact and stats for the Board.

Additional requirements

- Undertake ongoing learning and development regarding our organisational commitment to improving equity, diversity and inclusion, and work in a fair and reasonable manner towards all people, ensuring service standards are maintained for all.
- Carry out the duties in accordance with the WBU's Health and Safety, GDPR and other relevant policies and procedures.
- Undertaking any other relevant duties as determined by the Chief Executive or Advice Service Manager to ensure the effective provision of the project. This is not meant to be an exhaustive list of duties. The need for flexibility is required. We are a small team, and the post holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.

Person Specification Campaigns Coordinator

	Essential	Desirable	How assessed*
Values and Personal Attributes			
1.1 A demonstrable commitment to the values of the Welfare Benefits Unit.	✓		INT/R
1.2 Positive work ethic: professional, enthusiastic, dependable, conscientious.	✓		INT/R
1.3 Proactive approach to personal development and the updating of skills and knowledge.	✓		AF/INT/R
Qualifications			
2.1 GCSE Grade A-C/9-4 in English and Maths (or equivalent).	✓		AF/Cert
Experience			
3.1 Knowledge and understanding of issues facing the VCSE sector.	✓		AF/INT/R
3.2 Experience of monitoring and evaluation, demonstrating outcomes and ensuring quality.	✓		AF/INT
3.3 Experience of communication, marketing and profile-raising, including social media activity and written reports.	✓		AF/INT
3.4 Experience of working effectively with external partners/stakeholders.	✓		AF/INT
3.5 Experience of managing professional social media accounts, including X/Twitter, Facebook, LinkedIn and Instagram.	✓		AF/INT
3.6 Demonstrable interest in welfare rights benefits or the advice sector.	✓		AF/INT
Skills and Knowledge			
4.1 Awareness of anti-poverty policy and discourse.	✓		AF/INT/R
4.2 Experience of using Salesforce.		✓	AF/INT/R

	Essential	Desirable	How assessed*
4.3 Highly effective organisational and time management skills. Able to take initiative and work independently with multiple work streams.	✓		AF/INT/R
4.4 Knowledge and understanding of a wide range of content and communication tools, methods, and evaluation techniques, including WordPress, Content Management Systems, Eventbrite and Canva.	✓		AF/INT/R
4.5 Excellent IT skills including Microsoft Office 365.	✓		AF/INT/R
Other Requirements			
5.1 Flexible approach and willingness to work as part of a small team.	✓		AF/INT
5.2 Ability to travel occasionally (eg. to attend or deliver meetings and events).	✓		AF/INT

* Key to how skills are assessed in the recruitment process

AF = Application form

INT = Interview

R = References

CERT = Certificate of qualification