

JOB DESCRIPTION

Position:	Campaigns Assistant
Responsible to:	Senior Campaigns Manager
Responsible for:	None
Works With:	Director of Advocacy, Head of Campaigns, Senior Campaigns Manager, Campaigns Manager, Digital Campaigner, Fundraising and Marketing Directorate and Advocacy Directorate.
Location:	Hybrid working – office in Godalming and home with frequent travel for events.

Overview:

As the Campaigns Assistant, you will play a key role supporting the delivery of campaigns that make a real difference for animals.

You will work with the Head of Campaigns, Campaigns Managers, and Digital Campaigner in a fast-paced environment, responsible for growing and building relationships with supporters, distributing campaigns materials, and delivering campaign events, ensuring that supporter activity is meaningful and helps drive us closer to achieving the League Against Cruel Sports' strategic priorities.

Working collaboratively with all teams across the League, this is a hands-on role in the active delivery of the League's campaign strategy. It is a wide-ranging role, and you will use your organisational and campaigning skills to support Campaigns Managers in delivering multiple and varied campaigns.

The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past.

Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.

United, we will end animal cruelty in the name of 'sport'.

Purpose of Job:

- To support the work of Campaigns Managers, helping ensure the League delivers evidence-based, strategic, impactful campaigns that help to deliver our strategic objectives.
- To recruit, activate, and communicate with supporters to grow our campaigns supporter base.
- To ensure that campaign materials are distributed and supplier invoices are paid in a timely manner.
- To assist in the planning and delivery of impactful campaign events.

JOB DESCRIPTION

Principal Responsibilities:

Campaigns

- Directing activity of the League's campaign supporter base.
- Assisting in the operational planning of campaigns.
- Events management and co-ordination for campaign events.
- Distributing and ordering campaigns materials including flyers, leaflets, placards, posters and online documents.
- Managing the campaign inbox to assist supporters and answer questions related to League campaigns.

Supporter Activation

- Building, inspiring, and leading volunteer teams.
- Working with colleagues in Fundraising & Marketing to monitor and continuously improve the efficacy of supporter email communications.
- Assisting in the planning and delivery of campaigns training events.
- Using campaigns to engage and recruit new members and supporters to further extend the League's influence.
- Mobilising League members and supporters to maximise impact on policymakers and media.
- Supporting campaigners at on the ground, supporter-led campaign events.

Relationship Building and Teamwork

- Working closely with Campaigns Managers to expand the League's programme of engagement activities and improve the quality of supporter experiences.
- Working together with the Digital Campaigner to activate online and offline supporters.
- Collaborating with the Marketing and Fundraising teams to ensure maximisation of brand development and income generation opportunities arising from campaigns.
- Maintaining relationships with suppliers.

Project management

- Assist with different campaigns running simultaneously; manage competing priorities; forward plan and work effectively to deadlines.
- Processing invoices and ensuring supplier terms of payment are met in line with League procedures.
- Working on own initiative and independently as well as part of a wider team.
- Demonstrating a flexible approach to work and a willingness to adapt within a changing environment.
- Working in line with company policies and processes, in particular health and safety and information security.
- Actively working to embed sustainability into day-to-day practices, advancing sustainability at the charity.
- Taking an inclusive and collaborative approach to teamwork and stakeholder engagement.

Any other duties that are reasonably asked of you.

Skills/Knowledge	Essential	Desirable
Professional and Technical Qualifications		▪ Relevant qualifications in Political Communications, Campaigns or Public Affairs or similar

JOB DESCRIPTION

Experience and Knowledge	▪ Proven experience in building, motivating and inspiring teams of volunteers. ▪ Experience in a supporter, donor, or customer facing role. ▪ An understanding of how advocacy can change public perceptions and attitudes. ▪ Building and sustaining relationships with internal and external stakeholders. ▪ Experience of campaigning techniques and best practice. ▪ Experience in delivering campaigns to change perceptions and attitudes.	▪ Experience in the animal charity sector or political/ grass roots campaigning. ▪ Experience of managing suppliers. ▪ Experience delivering training to volunteers. ▪ Understanding of the political landscape.
Skills and Competencies	▪ Able to lead, inspire, motivate and influence others to achieve the League's objectives. ▪ Sensitive and effective interpersonal skills – able to establish and maintain excellent working relationships. ▪ Confident and effective communication skills appropriate to public audiences. ▪ Able to generate solutions, analyse and understand issues, and make rational judgments based on relevant information. ▪ Intermediate MS Word, Excel, PowerPoint and Outlook.	▪ Able to effectively use CRM systems. ▪ Advanced MS Word, Excel, PowerPoint and Outlook competence

Personal Characteristics

JOB DESCRIPTION

1. A genuine empathy and compassion for animals and commitment to the objectives and purpose of the League.
2. A collaborative approach to work and a commitment to the values of accountability, openness and diversity.
3. A credible, approachable person that can build rapport and win hearts and minds for the League.
4. The courage and resilience to work in challenging environments and manage demands in an emotionally mature way.
5. The ability to drive forward change and adapt response accordingly to changing needs and circumstances.

Acknowledgement

I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.

Signed by the employee:

Printed name:

Date: