

SENIOR CAMPAIGNER

Duration:	Permanent
Salary:	circa £48,000
Job Level:	3
Hours:	35 hours per week. Other flexible arrangements will be considered
Disclosure Level:	Basic - the role involves indirect work with children
Reports to:	Head of Campaigns and Mobilisation
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Advocacy team sits in the organisation's Advocacy, Programmes and Safeguarding Directorate. It exists to champion children's rights and influence those with power to create change for children, in the UK and around the world. We work closely with colleagues in the communications division to mobilise our high-profile supporters and the organisation's voice in the media to increase the reach and impact of our advocacy work.

ABOUT THE ROLE

The Senior Campaigner roles sit within the Campaigns and Mobilisation team, one of four teams in Advocacy along with Domestic and International Policy and Political Affairs.

They are strategic campaigns specialists who develop, and project manage delivery of advocacy campaigns and communications that create children's rights impact through reaching key decision-makers, mobilizing activists and engaging rightsholders.

Our current campaigns are on children's basic right to health and education and the impacts of climate change internationally, and child poverty and service provision for early years in the UK. Presently this role will focus largely on the UK side of this work, particularly our Early Moments Matter campaign.

The role works closely with colleagues across Advocacy, particularly Political Affairs and Policy, to ensure effective influencing of powerholders, as well as in the Public Engagement division to mobilise UNICEF UK's high-profile supporters and the organisation's voice in the media to increase the impact of our advocacy messages.

What we will expect you to achieve

- Designing, project managing and delivering effective advocacy campaign strategies to tackle key child rights issues grounded in theories of change, working particularly closely with Policy and Political Affairs colleagues to do this.
- Developing, delivering and coordinating strategies that mobilise activists and rightsholders to achieve positive change for children;
- Collaborating with key teams across the wider organisation to ensure that campaigning and mobilisation is at the heart of our advocacy;
- Working in partnerships with other organisations to deliver change for children;
- Representing Unicef UK on campaigning coalitions and with other key partners, in the UK and internationally;
- Play an active role in the Advocacy Team
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [The Unicef Way](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned:

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.

Communication

- Conveys complex ideas using a variety of methods to engage an audience and win understanding and support
- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity

Collaboration and Positive Relationships

- Consults others and shares expertise, know-how and ideas with colleagues for best results
- Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience and knowledge
- Nurtures professional relationships with colleagues at all levels and with external contacts and partners to support the achievement of objectives
- Reflects on own thoughts, feelings and actions and is aware of own impact on relationships

Results focused:

- Prioritises and sustains focus on work that will have the greatest impact on agreed aims
- Reviews results and extracts learning to optimise future performance
- Anticipates internal/external challenges that could impact Unicef UK's work and adapts approach accordingly

Creating and innovating:

- Contributes ideas, approaches and insights that enable innovation

- Builds a network of relevant individuals outside Unicef UK to gain alternative perspectives that improve performance
- Scans the external environment for trends, insights, ideas and best practice that could benefit Unicef UK's work

Relevant experience

- Evidence of experience of planning, developing, coordinating and delivering complex integrated advocacy campaign strategies and plans using a range of tactics;
- Evidence of experience of communicating complex policy and advocacy issues compellingly to motivate people to take action

Specific knowledge and skills

- Knowledge of, and experience of using digital campaigning platforms and technologies
- Understanding of UK campaigning market and political context to design compelling campaigns.