

Operational / External Title: Campaigns & Movement Building Specialist

Role Title:	Campaigns & Movement Building Specialist
Date of JD Review:	March 2025
Department:	Advocacy & Influencing
Team:	Advocacy
Tenure:	Full time Permanent
Band & Range:	Band C
Location:	London Hybrid
Reports to:	Senior Campaigns Manager
DBS check required:	Yes [DBS Roles]
Role requires UK travel:	Yes-UK Advocacy events
Budget Holder	No
Direct Reports:	No
Indirect Reports:	No
Dotted line reports:	No
Does This role require International Travel:	No
<p>Internal Key Contacts: Data Protection, Advocacy and Influencing Department, Fundraising Department</p> <p>External Key Contacts: Building external relationships with campaigning groups, coalitions and activists</p>	

Purpose Of the Role:

To support the delivery of ActionAid's UK campaigning plans including leading on public events including stunts, as well as coordinating ActionAid UK campaigning with local activists and community groups, identifying partnerships, strengthening the voice of others, building their capacity and broadening constituencies of support to win campaigns for the rights of women and girls around the world.

Main Accountabilities:

Support the delivery of ActionAid's public campaigns

- To support the Senior Campaign Manager with the delivery of public campaigning plans against strategic objectives, and to deliver distinct pieces of public campaigning when required.
- To lead on the delivery of public events that engage the general public with ActionAid's campaigns, including creative stunts, film screenings and workshops.
- Provide reports to Senior Campaign Manager on the progress towards objectives, evaluate campaigns and actions and support priority campaign monitoring and evaluation.
- To contribute to strategic development and annual planning in support of the Senior Campaign Manager and Head of Advocacy.
- To support the development of ActionAid's campaigners through training, network building and supporter journeys.

Develop activist networks to contribute to ActionAid UK campaigning objectives

- To identify and bring together individuals and community organisations to campaign on ActionAid's priority issues.
- To build and maintain relationships with campaigning organisations, networks and movements in the UK in line with ActionAid's priority issues.
- To support the involvement of ActionAid UK in sector-wide campaign coalitions.
- To establish, track and report on key metrics to demonstrate the value of achieving change with campaigners.
- To work with teams and colleagues across the organisation, such as the Community & Events team, to maximise our campaigning impact.

- To build strong working relationships with potential external partners who share ActionAid UK values and aspirations and with whom collaboration would enhance our campaigning impact and credibility, and our profile on the rights of women and girls

Relationship management

- To represent ActionAid UK externally to a range of individuals and event bodies as required.
- To promote internally the value that our campaigners can bring to ActionAid UK work across multiple workstreams, and to proactively suggest areas where their involvement could contribute to organisational and team objectives
- To contribute to helping the ActionAid brand and reputation thrive.

Team working and collaboration

- To help train new staff and participate in their induction to ActionAid UK and to continuously seek to improve and extend links between teams.
- To understand and adhere to ActionAid UK policies and practice.
- To undertake any other duties appropriate to the level in accordance to agreed procedures and guidelines.
- To proactively engage with the performance development approach, taking responsibility for seeking appropriate development opportunities and taking part in learning

EXPERIENCE, KNOWLEDGE & EXPERTISE

Essential Criteria:

- Commitment to AA's vision, [mission](#) and values, including a commitment to [feminist principles](#), safeguarding, and working in an organisation committed to working for the rights of women and girls.
- Commitment to AA's values of Equality, Diversity & Inclusion and upholding the values of becoming an anti-racist decolonised INGO.
- ActionAid UK is committed to preventing any form of sexual harassment, exploitation, and abuse (including child abuse and adult at-risk abuse) and responding robustly when these harms take place. We expect all ActionAid UK Staff and ActionAid UK Associated Personnel to share this commitment.
- Commitment to continually improving your digital skills and knowledge within the working environment.

- Proven track record of coordinating effective campaigns with an understanding of campaigning and policy change theory and practice.
- Experience of effectively organising public campaigning events and actions including stunts, workshops and/or conferences.
- Experience of building the skills and capacity of people to campaign.
- Experience of building strong relationships with activists and campaign groups.
- Willingness to work to solve problems in a team environment and leading with high energy and a positive attitude.
- Willingness to occasionally travel within the UK
- Excellent communication skills, both written and oral.
- Ability to influence positively without formal line authority

Desirable Criteria:

- Experience of living and working in the “Global South”, especially regions where we are funding programmes & projects
- Experience of working for an INGO
- Experience planning supporter journeys, moving lower level supporters to take higher bar actions.
- Experience working with diverse communities e.g. diaspora groups.
- Experience developing leadership capacity in individuals for campaigning.
- Experience managing volunteer networks.
- Knowledge and experience of best practice in community organising approaches.

It is expected that everyone at ActionAid UK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
- Being innovative and collaborative – how you get things done
- Being empowering and trusting – how you build and sustain relationships.