



CAMPAIGNS MANAGER

Job description

December 2024

Job Title:	Campaigns Manager
Salary:	Current band (Manager), £30,000-£34,000 for 4 day week.
Contract length:	18 months (funded until 31 August 2026)
Location:	Nationwide (home-based); occasional travel to London required for meetings. Candidates must be eligible to work in the UK.
Working Hours:	4 days per week ORG supports flexible working arrangements
Line Manager:	Report to Head of Communications and Campaigns
Benefits:	25 days paid annual leave plus public and bank holidays One week Christmas closure Day off for your birthday 7% pension contribution Generous training and development budget

ORG's Platform Power programme challenges threats to privacy and freedom of expression from Big Tech and the laws and institutions that purport to regulate it. We campaign on data protection law and enforcement, adtech, content regulation, AI and competition law.

The Platform Power Campaigns Manager will mobilise new and existing audiences, engage key decision-makers, and build support for changes to social media and big tech companies' harmful business models. This will include creating a public-facing campaign on the unbundling of consent and the 'Right to Object', supporting

ongoing [litigation](#) by Tanya O'Carroll against Meta on the 'Right to Object'.

Key skills

Communication: Excellent written and verbal communication skills, including the ability to craft clear and compelling content for different audiences.

Social media management: Working knowledge of creating and posting content on social media platforms.

Campaigning: Good understanding of how to create engaging campaigns that inspire people to take action.

Community organising: Understanding how to take online action to the next level of personal activism and engagement, and working with activists.

Project and time management: Organised and able to work to deadlines.

Key responsibilities

This is a varied role with wide-ranging responsibilities. We do not expect candidates to have experience of all of the tasks outlined below but flexibility and a willingness to learn are essential.

Campaigning

- Devise and execute ORG's campaigns in conjunction with the Platform Power Programme Manager, and in collaboration with other colleagues.
- Devise, co-ordinate and execute local campaigns in conjunction with local groups, ORG partners and the supporters council;
- Act as an advocate for the voice of members and supporters across the organisation and ensure their involvement and engagement through various

campaigns and initiatives;

- Play a leading role in devising and executing ORG's local groups and grassroots activism strategy in conjunction with the head of communications and campaigns aimed at creating an engaged activist base across the UK;

Communications

- Design and produce visual content such as graphics and video and their deployment across multiple channels.
- Post content on ORG's social media channels such as Facebook, X, Instagram, Mastodon, BlueSky and YouTube.
- Stay abreast of and advise colleagues on the latest social media trends, identify new digital opportunities and be a digital champion for the organisation.
- Manage external designers, agencies, contractors, and projects, if required.
- Manage end to end organic and paid social media campaigns.
- Manage channel-specific engagement with followers.
- Monitor, evaluate and report on the performance of ORG's digital channels.
- Update and create content for ORG's website
- Ensure content across all channels are in line with ORG's editorial and brand guidelines.

Supporters and other networks

- Manage and lead ORG's network of volunteers, encouraging deeper engagement and high impact campaigning from individuals.
- Devising briefing and training events to ensure activists are motivated and equipped to take action.
- Devise and execute end to end email marketing campaigns in conjunction with the Head of Communications and Campaigns, and in collaboration with colleagues, aimed at recruiting, engaging, and retaining members, supporters, donors, campaigners and volunteers.
- Support ORG's parliamentary advocacy, including through developing the organisation's presence at party conferences.

Team working

- Contribute to organisational culture and reflect ORG's values
- Contribute to a strong team environment, by showing respect and trust of colleagues, ensuring they hear and respond to other viewpoints and seek other people's perspectives.
- Respond promptly to urgent requests and be accountable to other team members for their own work.
- Point to the difficult questions for discussion within their specialism.
- Ensure the team is aware of what matters within their area and ensure team decisions can be made to the best of our ability.
- Contributes to development of team norms and policies; ensures strong compliance with all ORG policies and processes within their own work.