

THE DIANA AWARD



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# INFORMATION PACK

Campaigns Coordinator

[WWW.DIANA-AWARD.ORG.UK](http://WWW.DIANA-AWARD.ORG.UK)



## About Us

The Diana Award is a charity legacy to Diana, Princess of Wales' belief that young people have the power to change the world for the better.

Since 1999, over 47,000 young people have been recognised with a Diana Award for the outstanding difference they are making in their communities across the globe.

With the support of HRH Prince William and HRH Prince Harry, The Diana Award aims to inspire and recognise social action in young people by going beyond its original Awards programme with three additional youth led initiatives that emphasise a peer led approach.

## Our Mission

Our mission is to foster, develop and inspire positive change in the lives of young people. We do this in three key ways:

- **Driving Change:** facilitating change through practical action with young people
- **Recognising Change:** rewarding positive change made by young people
- **Mobilising Change:** celebrating and supporting ongoing change in young people

## Our Programmes

**The Diana Award:** awarding young people/ role models for selflessly creating and sustaining positive social change

**Mentoring:** building the resilience and character of young people by providing advice and guidance in decision making, active citizenship, life and career skills.

**Inspire Series:** supporting social mobility and furthering social action for young people.

**Anti-Bullying:** engaging young people to change the attitudes, behaviours and culture of bullying by building skills and confidence to address different situations, both online and offline.

## Employment Details

<b>JOB TITLE</b>	Campaigns Coordinator
<b>SALARY</b>	Up to £27,000 per annum depending on experience
<b>LOCATION</b>	London, UK
<b>CONTRACT TYPE</b>	Full Time 1 year fixed term contract
<b>WORKING HOURS</b>	37.5 hours p/w
<b>START DATE</b>	ASAP
<b>APPLICATION DEADLINE</b>	Sunday 19 <sup>th</sup> February at 23:59

## How to apply

To apply please complete our online application form by **Sunday 19<sup>th</sup> February 2017 at 23:59**. Shortlisted candidates will be invited to interview at our London office on **Monday 27<sup>th</sup> February 2017**

Unfortunately we are unable to give feedback to applicants not shortlisted for interviews.

If you have any questions please get in touch with Becky at The Diana Award on [becky.andrew@diana-award.org.uk](mailto:becky.andrew@diana-award.org.uk) or call 0207 628 7499 ex. 208

**CLICK HERE TO APPLY**

Before you begin the application form it is recommended that you have the following information ready:

1. A copy of your CV which you will be asked to upload to our system
2. Personal Statement (max 1500 words) where you should demonstrate how your experience, skills, knowledge and qualities meet the Job Description and Person Specification criteria listed. It is highly recommended that you write this in a word document **first** and then copy it into the application form.

## About the Role

**The Diana Award Anti-Bullying Campaign** engages young people, professionals, parents and organisations with the aim of changing attitudes, behaviours and culture of bullying. It does this by building skills and confidence to address different situations and types of bullying, both online and offline. Our flagship youth based programmes include our Anti-Bullying Ambassadors and Be Strong Online Ambassadors Programmes. We work with a number of partners to achieve this such as The Department for Education, Vodafone, Facebook and ASOS to name but a few.

This year marks a particularly exciting time as we aim to build on driving change through our cutting edge, compelling and ambitious campaigns.

The aim of the campaigns team is to:

- Develop, maintain and deliver campaign strategies to change policy and practice
- Build and sustain the campaign supporter base
- Mobilise the supporter base and other stakeholders (including wider public audiences) to act as a key force for change
- Create cutting edge campaigns that help build The Diana Award's profile
- Create emotional connections and solidarity between people

This role will support the Head of Campaigns and Development in the planning, coordination and delivery of our core campaigns. These include: Kindness day, Back To School, Stand Up To Bullying Day, Anti-Bullying Week, with the addition of new organisational campaigns such as National Mentoring Day and National Thank You Day. The role will also involve planning & managing specific projects within these Campaigns; identifying resource requirements, key milestones & leading project groups through to delivery.

## Job Description

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by employees in this role. It is not exhaustive and staff may be required to undertake other reasonable duties commensurate with the role as requested by the line manager.

### Key Responsibilities:

- Work with the Head of Campaigns and Development to ensure all campaigns align with The Diana Award's strategic objectives and key messages
- Project Manage the delivery of specific Campaign projects across the organisation, from conception to completion
- Ensure that campaign results are communicated appropriately, effectively and in a timely manner through informative reports that chart success using technology to aid presentation
- Ensure that our website, digital channels including social media channels market our campaigns to maximise reach
- Engage a range of supporters/influencers to further support the deliverables of each campaign
- Work closely with the Marketing Coordinator to create innovative campaign materials and resources (digital, print, online) and ensure all campaign materials meet brand guidelines and requirements
- Coordinate the wider team in the support of creation of high quality resources, literature and digital materials
- Work with the Media team to ensure wide coverage and help build awareness amongst key audiences identified for each campaign.
- Act as the central point of contact for all staff and some external agencies working on the Campaigns
- Work closely with our in-house Policy and Research analyst to understand how to influence policy and change public perception and behaviours for each campaign
- Work with the Head of Campaigns and Development to identify potential working relationships, partnerships and corporates for the charity, in line with strategic goals
- Share in The Diana Award's philosophy; participate as a full member of The Diana Award team and support initiatives across the whole organisation as appropriate.

## Person Specification

<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Excellent oral or written communication skills with ability to communicate effectively at all levels</li> <li>• Ability to work as part of a team and on own initiative</li> <li>• Excellent organisational and project management/planning skills</li> <li>• Excellent time management</li> <li>• Excellent IT skills, including MS Word, Excel, Outlook and PowerPoint.</li> <li>• Accuracy and attention to detail</li> <li>• Able to prioritise own workload and deal with competing demands</li> <li>• Excellent project management skills, with the ability to adapt and solve problems quickly</li> <li>• Strong leadership skills with the ability to motivate and instil enthusiasm and confidence in others</li> <li>• Good negotiation and interpersonal skills. Ability to relate well and build a rapport with a diverse range of people</li> <li>• Public speaking and presentation skills</li> <li>• Excellent copywriting skills</li> <li>• An ability to communicate complex information in simple and engaging ways</li> </ul>
<b>EXPERIENCE/KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• It is desirable to have knowledge of issues affecting young people such as bullying, mental health and insight into youth and education</li> <li>• Experience working in a cross-organisational team to deliver on projects/ strategies</li> <li>• Knowledge of and experience of approaches to communicating public campaigns which inspire and motivate people to take action</li> <li>• Experience of public campaigning, in particular of identifying and influencing target audiences</li> <li>• Experience of writing and designing campaign actions and materials, using both online and print approaches.</li> <li>• Experience of producing materials to a high standard and within tight deadlines</li> <li>• Experience of running events.</li> <li>• Excellent oral communication and presentation skills</li> <li>• Successful track record in developing and maintaining a performance and accountability culture that measures and meets its KPIs</li> <li>• Demonstrable experience of building partnerships with other organisations, corporates and influencers</li> <li>• Demonstrable track record and ability to build good relations, quickly establish credibility and carry the confidence of different stakeholders</li> <li>• Experience of Monitoring and evaluation of organisational / campaign performance, and driving the subsequent learning process including writing reports, summaries and evaluations. Including understanding of digital tools to measure impact and reach.</li> <li>• Experience of organising and prioritising a demanding workload, to meet deadlines</li> <li>• Experience of managing budgets and resources</li> <li>• Experience of using digital and innovative approaches, utilising technology to further our campaign objectives</li> </ul>
<b>PERSONAL ATTRIBUTES</b>	<ul style="list-style-type: none"> <li>• Commitment to and ability to inspire commitment to The Diana Award's vision, values and mission</li> <li>• Personal integrity and credibility</li> <li>• A 'can do' attitude</li> <li>• Commitment to self-development</li> <li>• Commitment to keeping up to date with key trends/developments in the sector</li> <li>• Good judgment</li> <li>• Driven to achieve great results</li> <li>• Ability to work well under pressure</li> <li>• Energetic, flexible, willingness to work outside of 'normal' office hours</li> </ul>