



EQUALITY | RESPECT | LOVE

Who Cares? Scotland Job Specification

Post title	Campaigns Officer
Salary range	£24,147 - £30,184
Hours of work	Full time – 35 hours per week (some evening and weekend work is required). Hours can be worked flexibly.
Area	Engagement and Influence
Base location	National Office, Glasgow with flexible home working
Responsible to	Campaigns Coordinator
Last update	September 2024

Purpose of the post

Who Cares? Scotland is Scotland's only national independent membership organisation for Care Experienced people. Our strategic vision is to secure a lifetime of equality, respect and love for Care Experienced people in Scotland. At the heart of Who Cares? Scotland's work are the rights of Care Experienced people and the power of their voices to bring about change. We provide individual relationship based independent advocacy and a range of connection and participation opportunities for Care Experienced people across Scotland. We work alongside Corporate Parents and others to broaden their understanding of care and challenge stigma experienced by Care Experienced people. We create opportunities for people with lived experience of care to influence policy makers, leaders, and elected representatives locally and nationally to shape legislation, policy and practice. We do this collaboratively to build on the aspirations of The Promise and secure positive change.

This role will contribute to this aspiration through supporting the delivery of a policy and public affairs influencing programme supported by members from across the country. The overarching purpose of this role is to develop our local and national work to influence elected representatives from across Scotland's political parties in a way that is shaped directly and indirectly by the lived reality of the Care Experienced population in Scotland.

Main duties and responsibilities

- To support work with key journalists to implement campaign strategies as developed across the organisation.
- Influence elected members and other key decision makers through targeted media opportunities.
- To support our campaign work through press releases and securing news media coverage.
- To support work with elected members and other key decision makers to influence policies to benefit Care Experienced people.
- To maintain our political contact programme to ensure consistency and follow-up with our political engagement across the organisation, and support staff to record lobbying activity in line with the Lobbying (Scotland) Act 2016.
- To support the delivery of our Empowered Voices Programme for Care Experienced people to influence decision-makers and the media.
- To ensure the views of Care Experienced members and advocacy evidence shape our policy responses and campaigning, and secure opportunities for influencing change.
- To support the development of evidence-based participation and influencing plans.
- To create communication materials for a range of audiences on our campaigning work.
- To ensure Care Experienced members and Who Cares? Scotland staff are informed about relevant policy and practice developments through political monitoring and horizon scanning.
- To work collaboratively and strategically with partner organisations and represent Who Cares? Scotland and our Care Experienced membership in strategic forums.
- To carry out any other duties commensurate with the post as agreed with the Manager and Director.

Communication

The post holder will have key contacts with:

- Care Experienced people and members
- Key journalists and media contacts
- Elected Members in Local Authorities & the UK and Scottish Parliament
- Academics, Third Sector agencies and forums
- Who Cares? Scotland colleagues
- Scottish Government
- Scottish Parliament

Working environment

The location of the postholder is flexible. Evening and weekend work, including overnight stays at least three times a year, may be required.

We request at least two office-based days a week where possible.

Attitudes and values

Commitment to:

- Child and human rights.
- Working inclusively with an understanding of equal opportunities practices.
- Belief that people can make transformative change happen in their lives if given the opportunity.
- Working in partnership with Care Experienced people of all ages, empowering them to make decisions about their own lives.
- Developing best practice through regular supervision and training opportunities.
- Inter-agency, inter-disciplinary working to improve outcomes for Care Experienced people.

Essential knowledge, skills and experience

Qualifications:

- We are seeking an individual who can analyse, scrutinise, interpret and present complicated and sometimes contradictory information to a wide range of audiences. It is likely that you will have acquired this skillset through studying to degree level, or relevant experience within this field.
- Demonstrable continuing professional development in relevant areas.

Knowledge:

- An understanding of the Scottish media and the landscape it sits in.
- The Promise.
- Current social policy, legislation and practice relating to Care Experienced people.
- Local and national government policymaking.
- Public affairs and Scottish Parliament procedures and processes.
- The issues affecting Care Experienced people.

Skills and competencies:

- Excellent oral, written and presentation skills.
- Excellent interpersonal, emotional intelligence and communication skills, including the ability to build and maintain strong relationships with a diverse range of people.
- Ability to interpret complex information and communicate in a clear, concise language to a variety of audiences.
- Ability to analyse both quantitative and qualitative data and use evidence in factual but convincing ways to influence change.
- Ability to analyse problems and present logical solutions.

Professional experience of:

- Developing and implementing strategies for ensuring participation of lived experience in policy influencing.
- Writing press releases which have secured media coverage.
- Delivering evidence-based campaigns.
- Experience of creating social media content.
- Working with the media to elevate campaigns.

We particularly welcome applications from people with experience of the care system who meet the criteria for the post.