



THE ROYAL BRITISH LEGION

Job Title Public Affairs and Campaigns Officer

Reporting To Head of Campaigns

Role Purpose:

To help shape and carry out the Legion's public affairs and campaigning activities at the national level; to devise and deliver the Legion's political engagement events; and to aid in the development and maintenance of the Public Affairs and Public Policy team's supporter network.

Key Responsibilities:

- To be responsible for external and internal team communications, including social media, team website and intranet content, responses to enquiries from the public, and the production of an impact report.
- To plan and organise political engagement events, including Parliamentary and Party Conference receptions, exhibitions, panel discussions, consultation events, Poppy Rides and others, as required.
- To devise and deliver a bespoke engagement programme for MPs and their staff which consists of personalised briefings and visits to Legion services, in consultation with Public Affairs and Campaigns Managers.
- To develop and maintain good working relationships with key Parliamentarians and their staff, as well as partner organisations key to the successful delivery of the Legion's campaigns and engagement events programme.
- To monitor and research Parliamentary developments, consultations and legislation of interest to the Legion and produce a weekly political monitoring report for senior colleagues across the organisation, as well as focused reports on particular topics, as and when required.
- To monitor compliance with campaigning regulations during election periods and assist the Public Affairs and Campaigns Manager in the production of high-quality guidance material as appropriate.
- To assist the Public Affairs and Campaigns Manager (UK) in the production and dissemination of external briefings and campaign literature for parliamentary debates and other parliamentary business, as well as campaign presentations for supporters, staff and members.
- To support the Public Affairs and Campaigns Managers in evaluating the performance of Legion campaigns and events and update Public Affairs and Public Policy colleagues and senior colleagues in other departments on progress.
- To be responsible for minute taking of Campaigns Group and maintaining the Public Affairs and Public Policy team's record of MP engagement and campaign correspondence.



- To be the Legion's champion campaign software user, developing key supporter messages and actions in consultation with the Public Affairs and Campaigns Manager (UK) and other colleagues, and attending regular training on latest digital campaigning best practice.
- To work collaborate with Public Affairs and Campaigns Managers and develop a supporter engagement and mobilisation offer, including the production of a regular supporter e-Newsletter.
- Any other duties as are within the scope, spirit, and purpose of the job, the title of the post and as requested by the line manager or Assistant Director.
- Any other duties as are within the scope, spirit and purpose of the job, the title of the post and its grading as requested by the line manager or senior colleagues.

This job description reflects the current scope of duties and responsibilities of the role. The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

GENERAL

- To work in accordance with The Royal British Legion's shared values of **Service; Collaboration; Passion; Excellence; Valuing our people** which underpins the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To work in accordance with the General Data Protection Regulations and Data Protection Act 2018.
- To maintain confidentiality always. Due to the nature of the work, you may have access to material which is confidential. It is a condition of your contract of employment that you ensure that no confidential material is disclosed to unauthorised personnel.
- To implement the Equal Opportunities Policy into your daily activities. Royal British Legion is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. All employees are required to work in accordance with the Equality Act (2010).



PERSON SPECIFICATION

CRITERIA	ESSENTIAL / DESIRABLE	HOW TO BE MEASURED
QUALIFICATIONS		
Good standard of general education to degree level	E	Application/ Certificate
KNOWLEDGE & EXPERIENCE		
Demonstrable experience at providing administrative and secretarial support	E	Application/Interview
Demonstrable experience of organising and delivering events	E	Application/Interview
Experience of working within either a parliamentary, policy or similar environment	E	Application/Interview
Good knowledge of the public affairs and parliamentary environment	E	Application/Interview
Experience of engaging and mobilising supporters	D	Application/Interview
SHARED VALUES AND BEHAVIOURS		
<p>Service We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.</p> <p>Collaboration We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.</p> <p>Passion We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.</p> <p>Excellence We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.</p> <p>Valuing our People We support, encourage and provide opportunities for all our</p>		<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>



<p>people – ensuring we recognise and value everyone’s contribution.</p>		
<p>SKILLS & ATTRIBUTES</p>		
<p>Excellent IT skills, including being a skilled user of MS Office and a familiarity with using and maintaining in-house database systems</p>	<p>E</p>	<p>Application/Interview</p>
<p>Confident using and monitoring social media channels</p>	<p>E</p>	<p>Application/Interview</p>
<p>Effective communication skills, both verbal and written</p>	<p>E</p>	<p>Application/Interview</p>
<p>Effective interpersonal skills – able to engage effectively with a range of audiences, including senior political stakeholders</p>	<p>E</p>	<p>Application/Interview</p>
<p>Strong planning and organisational skills - able to prioritise workload effectively, meet deadlines, and deliver engaging events</p>	<p>E</p>	<p>Application/Interview</p>
<p>Skilled in identifying, building and maintaining relationships with internal and external stakeholders</p>	<p>E</p>	<p>Application/Interview</p>
<p>Strong team player able to work effectively with diverse client groups and confident engaging with colleagues remotely, driving forward collective agendas</p>	<p>E</p>	<p>Interview</p>
<p>Empathy with mission and values of the Legion</p>	<p>E</p>	<p>Application/Interview</p>