

Job Description:

Job Title	Campaigns Lead
Reports To	Senior Communications and External Relations Officer
Responsible For	
Directorate	Comms, Marketing and Branding
Pay Grade	D
Full / Part Time	Full time
Hours Per Week	35
Core Benefits	BHSF platinum membership, pension scheme
Optional Benefits	

Role Purpose

To enhance the visibility, credibility and impact of BASW by developing and leading on the implementation of effective campaigns, strategic engagement and targeted influencing activity.

Leading the strategic direction of BASW's campaign and communications work alongside the Senior Communications and External Relations Officer across the four nations.

The development of key strategic approaches to shape and deliver campaigns that advance social work and support the profession.

The postholder will work collaboratively with colleagues, members, people with lived experience, sector partners, civil servants and elected representatives and will produce high quality written content for internal audiences and external publication, contributing to BASW's voice, reach and influence.

Core Responsibilities:

1. Working with the Senior communications and external relations officer, to develop a detailed external relations strategy and delivery framework, including stakeholder mapping, key partnerships, communications planning and delivery, including the delivery of the stakeholder email updates
2. Lead on the delivery of the external relations and campaign strategy through the development of a four-nation action plan
3. As part of the external relations strategy to develop and implement the BASW campaign strategy and action plan for the four nations of the UK
4. Initiate, manage and lead campaign actions and projects, ensuring plans remain on track and that BASW members, staff and stakeholders are effectively engaged throughout.

5. Work closely with policy colleagues across the four nations to coordinate joint priorities and support UK-wide campaign initiatives.
6. Design, develop and maintain campaign materials, guidance, resources and digital content that support policy and influencing work.
7. Lead the planning and delivery of campaign-related activities, including events, meetings, consultations, research tasks and external engagements.
8. Prepare high-quality press briefings and support proactive media engagement alongside policy and communications colleagues to raise the profile of BASW's campaigns.
9. Coordinate BASW's presence at relevant national events and support the organisation of seminars, conferences and campaign-related gatherings in line with agreed priorities.
10. Maintain accurate and up-to-date campaign, stakeholder and engagement records within BASW's CRM system.
11. Use CRM data and insights to support targeted campaign planning, member segmentation and informed decision-making.
12. Monitor and analyse engagement trends to identify opportunities for increased member involvement, improved targeting and enhanced campaign effectiveness.
13. Create, schedule and publish engaging social media content to amplify campaign activity, showcase member voices and increase BASW's online visibility.
14. Support the development of social media campaign plans, including messaging, visuals and calls-to-action tailored to different digital audiences.
15. Respond appropriately to campaign-related enquiries, comments and interactions across BASW digital channels, ensuring tone and messaging reflect organisational values.

Person Specification:

Criteria	Essential	Desirable	How Identified
Qualifications / Education			
Degree-level education in a relevant subject (Communications, Public Relations, Social Policy, Politics, Journalism, Marketing).	✓		Application Form/certificates
Evidence of ongoing professional development related to communications, campaigns, public affairs or social policy.	✓		Application Form

Postgraduate qualification or relevant professional accreditation (e.g., CIPR, CIM, PRCA, or equivalent)		✓	Application Form/certificates
Experience			
Experience developing, delivering or supporting campaigns, influencing work or public engagement activities.	✓		Application Form
Experience producing high-quality written content for a range of audiences, including stakeholders, policymakers or the public.	✓		Application Form
Experience managing projects or campaign actions, including coordinating contributors and meeting deadlines.	✓		Application Form
Experience creating, scheduling and publishing social media content across multiple platforms for campaign or organisational purposes	✓		Application Form/interview
Experience using CRM systems to manage engagement data, track campaign activity and support targeted communications	✓		Application Form
To have experience of establishing and / or supporting Task and Finish groups.	✓		Application Form
Experience building relationships with internal and external stakeholders.	✓		Application Form
Experience working in a membership organisation, charity, public sector body or similar environment.		✓	Application Form
Experience supporting media engagement, preparing briefing materials and liaising with journalists	✓		Application Form/interview
Skills / Knowledge / Abilities			
Strong understanding of campaigning principles, public affairs, and influencing approaches within a UK policy context.	✓		Application Form/interview
Excellent written and verbal communication skills, with the ability to translate complex issues into accessible content.	✓		Application Form/interview
Competent in using digital platforms, social media tools and basic design or layout software for campaign materials.	✓		Application Form
Understanding of the four nations policy context and devolved political systems	✓		Application Form/interview
Knowledge of social work, social policy or related professional landscapes in the UK	✓		Application Form/interview
Competence in using CRM systems to maintain accurate records and generate insights to support campaign activity.	✓		Application Form

Personal Qualities			
Self-motivated and comfortable in working remotely	✓		Application Form
Willing to attend meetings and events when required in the UK	✓		Interview
A genuine passion for supporting professionals and advancing the social work profession	✓		Interview
Equal Opportunities			
Full commitment to promoting Equal Opportunities	✓		Interview
Health and Safety			
Full commitment to promoting the highest standards of Health & Safety performance	✓		Interview