



## Campaign Co-ordinator

### Person Specification and Role Description

Part time (20-25 hours per week) for 3 years

Peace Direct is dedicated to stopping wars, one person at a time. In conflict zones around the world, we support local people to stop violence and build long term peace.

#### Role Purpose:

The Campaign Co-ordinator is a new position, which will support a global campaign entirely led by local peacebuilders. Peace Direct's role is to act as a secretariat and facilitator of the campaign, providing logistics support and guidance as required.

The Campaign Coordinator will work closely with a cohort of local peacebuilders around the world who will meet online regularly to identify the main problems experienced by local peacebuilders, which will lead to the development of key campaign messages. The role of the Campaign Coordinator is to ensure that the local peacebuilders have whatever they need to deliver an impactful global campaign.

#### Key Responsibilities:

##### Campaign process design

- Engage with existing campaigns led by Global South actors and networks to develop an inclusive process for identifying local peacebuilders to form a 'global campaign team'
- Explore options for the campaign to be jointly owned and implemented by other peacebuilding networks
- Disseminating the campaign concept across multiple channels in order to generate interest among local peacebuilders in joining the global campaign team.
- Designing a selection process to recruit 8-10 local peacebuilders as the campaign team
- Developing a campaign co-creation process, enabling the campaign team to identify the problems in the peacebuilding system, explore solutions, and craft campaign messages

##### Campaign implementation

- Identify and work closely with a creative agency to support the visual identity and narrative formulation of the campaign

- Provide regular 'touch points' for the campaign team to share ideas and brainstorm together
- Facilitate any training and coaching necessary for the campaign team
- Collaborate with other peacebuilding networks to ensure that the campaign is adopted by others
- Promote the campaign on Peace Direct's social media through stories from local peacebuilders, video interviews etc
- Working closely with Peace Direct's communications and advocacy teams, ensure that the campaign is integrated into Peace Direct's other work
- Writing and producing other digital promotional material as required.
- Organising in-person events for the global campaign team to meet periodically and to participate in other global meetings

### **Knowledge management and MEL**

- Establish a knowledge management framework to ensure that the entire process, from campaign co-creation to execution is documented
- Develop, with the campaign team, a set of indicators for the success of the campaign, with metrics being collected regularly
- Optimise and make full use of existing digital analytics where appropriate to track any digital campaign components
- Promote the knowledge and learning widely across the sector and internally within Peace Direct

### **Logistical support**

- Ensure stipends to campaign team are paid regularly by liaising with colleagues in the Finance and Operations Team
- Provide any other support services to the campaign group as needed

**This role sits in the Fundraising and Communications team. All members of the Fundraising and Communications team are expected to:**

Contribute to the strengthening of Peace Direct's reputation as a leading peacebuilding organisation:

- Be a 'brand champion', ensuring key messaging, materials and visuals are in line with PD's core brand values and identity.
- Represent PD at external events.

Develop excellent internal relationships:

- Work closely with PD colleagues to help deliver PD's strategy.
- Help ensure that the Fundraising and Communications team is fully integrated into all other aspects of PD's work.
- Perform any other tasks as directed by the Head of Fundraising and Communications, and the Chief Executive.

**Support organisational learning:**

- Ensure that learning from projects is adequately captured and disseminated throughout PD.
- Work with colleagues to promote organisational learning.
- Ensure that other staff within the organisation have adequate knowledge about PD's fundraising and communications to enable them to do their jobs effectively.

**Travel:**

- Occasional international travel to represent PD.

**Environment:**

- The position is based remotely, in any country
- Out of hours work and occasional travel, sometimes at short notice.

**Discretion to Act:**

Working within the framework of the strategic plan, the post holder will take responsibility for their own work and for reaching targets.

## **Person Specification**

### **Essential**

- A lived experience of the challenges facing local groups working in conflict and fragile countries
- Strong background in public campaigning and communications, as well as using different campaigning approaches
- Excellent project management and organisational skills
- Experience and knowledge of using social media to promote change
- Demonstrable ability to write high quality compelling content, aimed at different audiences.
- Management of external agencies or suppliers.
- Excellent written and spoken English.
- Proficiency in MS Outlook, Word and Excel.

### **Personal attributes**

- Excellent interpersonal, relationship-building and team working skills.
- Able to interact well with a wide range of people.
- Highly organised, flexible, able to work to tight deadlines and lead on multiple projects.
- Positive self-starter, keen to find better ways to deliver tasks and objectives.
- Open and communicative, keen to help others achieve their objectives.
- Calm and positive under pressure.
- Strong attention to detail and commitment to quality.
- Proficiency in either French, Spanish or Arabic

### **Desirable technical skills/experience**

- Strong affinity with our cause and knowledge of the peacebuilding sector.