

Job description

Job title:	Senior Campaigns Officer
Grade:	3A
Department:	Communications
Responsible for:	n/a
Accountable to:	Campaigns Manager

Job summary

The Senior Campaigns Officer supports the design and implementation of high-impact campaigns that deliver the Royal College of Surgeons of England's influencing objectives. Working closely with the Campaigns Manager and colleagues across the organisation, the postholder will help to deliver campaigns from planning through to evaluation.

In line with the campaigns team's approach to maximising resource to achieve change, the senior campaigns officer is expected to support deliver of one to three highly focused campaigns at any one time.

This is a delivery role requiring sound judgement, political awareness and the ability to translate policy positions and evidence into compelling campaign narratives and clear calls to action. The Senior Campaigns Officer will work at pace to respond to political, policy or media developments, identifying opportunities to advance the College's position and supporting rapid, coordinated campaign responses.

Specific duties and responsibilities

Campaign planning and delivery

- With the support of the campaigns manager, plan and deliver focused campaigns with clear objectives, audiences, messages, tactics, timelines and measures of success.
- Translate policy positions, evidence and insight into compelling campaign narratives, messages and calls to action.
- Work collaboratively with colleagues across the organisation – especially the press and campaigns, policy, and communications teams – to deliver integrated campaigns.
- Support member mobilisation where appropriate, including engagement activity, content development, and campaign moments.

Policy and political insight

- Maintain a good understanding of UK political, policy, press and health delivery developments, with awareness of relevant global developments.



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- Advise colleagues on campaign timing, tone and approach based on political and stakeholder context.
- Contribute to identifying influencing opportunities across governments, civil service and healthcare organisations, devolved administrations, and international partners.
- Build productive relationships with peers in external partners to support influence; enabling campaign partnerships where appropriate.

Best practice and quality

- Work with the Campaign Manager and Head of Press and Campaigns to uphold and contribute to best practice in campaign design, delivery and evaluation.
- Use insight, data and evaluation to refine campaigns and demonstrate impact.

This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.

March 2026



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Person specification

	Essential	Desirable
Qualifications	Degree or equivalent experience in campaigns, public policy, press, public affairs, or a related field.	
Experience and skills	- Experience of planning and delivering campaigns or advocacy projects that influence policy, decision-makers or behaviour. - Experience of working in fast-paced environments and responding quickly to emerging opportunities. - Experience of working with peers in stakeholders and advising on campaign strategy and approach. - Ability to translate complex policy or evidence into clear, persuasive campaign messages.	- Experience working in a health or professional membership organisation. - Experience contributing to campaigns with an international focus.
Technical competencies	- Project management skills; including an ability to handle competing priorities. - Good understanding of the UK political system and NHS policy, and an awareness of global health developments. - Good written and verbal communication skills, with the ability to craft persuasive messages for different audiences.	Understanding of digital campaigning tools and techniques.



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People and interpersonal skills	• Good at relationship-building and collaboration. Able to engage confidently with clinicians, colleagues, and stakeholders. • Good communicator who can enthuse and mobilise staff and members behind a campaign. • Ability to motivate peers including campaign project team members.	
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The post holder will also need to demonstrate the following values:

Collaboration	We embrace our collective responsibilities working collaboratively and as one college. • We work together, using our collective expertise and experience to effect positive change • We are open, honest and transparent, straightforward in our language and actions, acting with sincerity and delivering on our commitments • We take our responsibilities to each other, to patient care and to the environment seriously and we act with this in mind across our work
Respect	We value every person we come into contact with at the College as an individual, respect their aspirations and commitments in life, and seek to understand and meet their physical and wellbeing needs. • We treat everyone we meet with kindness and integrity and we seek to promote these behaviours in others • We actively seek a range of views and experiences across our work, and we listen to, and make everyone feel, a valued part of the team
Excellence	We aspire to excellence and success. We share learning from our experiences, apply feedback into practice, and commit to continual improvement. • We work hard to be the best at what we do, recognising and celebrating effort and achievement, and reflecting on our work, so we can learn and improve • We value and invest in research, education and training to drive excellence and put improvements in surgical practice, dentistry and patient care at the heart of our work • We always seek to learn and discover more, valuing knowledge and scientific evidence, basing our decisions on insights, fact and experience

The Royal College of Surgeons of England is an Equal Opportunities Employer. We are open to all talent and we actively ensure that all qualified applicants will receive equal consideration for employment without regards to age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.



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Respect



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