

act:onaid Job Description and Person Specification

Job Title:	Regional Campaigner the Americas & Europe / Youth mobilisation		
Job Family:	Advisor		
Directorate/Cluster:	Secretary General	Unit/Team:	Country Engagement & Regional Coordination – The Americas & Europe,
Grade and Salary:	D	Contract Type:	Permanent
Location:	AA Country Office in Europe or The Americas that has a Hosting Agreement with the GS	Budget Holder:	No
Reports to: (incl matrix reporting)	Head of Country Engagement & Regional Coordination – Europe and Americas Matrix to the Campaigns Lead		
Direct Reports:	None		
Matrix Reports:	None		
DBS (CRB) / Police Check:	YES		
This role require travel	Yes, up to 20%		

Role Overview:	<p>The regional Campaigner for Europe and Americas in collaboration with other teams' members will:</p> <ul style="list-style-type: none"> • Devise mobilization and engagement tactics that will enable AA members in the region to recruit, engage, organize, and activate campaign supporters to achieve short-term political change goals and develop a stronger popular base over the longer term. • Build strategic alliances with existing social movements and other campaigning organizations active in the region. • Develop strategic campaign methodologies aimed at achieving the goals of the #FundOurFuture Global Campaign (https://fundourfuture.actionaid.org/) or future ActionAid Global Campaigns and identify opportunities for regional engagement to amplify the campaign's impact. • Facilitate and support campaigning capacity development, learning and knowledge development with relevant actors. • Support countries to identify strategic allies in the region to advance the collective work to advance ActionAid Global Campaign. • Assist in fundraising efforts for multi-country and regional projects, ensuring the integration of research, policy, advocacy, influencing, movement-building, and campaigning strategies. • Under the leadership of the Campaign Lead, the campaigner will foster Youth mobilization across the Federation in partnership with members, the Global Platforms, and regional campaigners.
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Areas of Responsibilities	Key Activities
Strategic Impact and contribution	<ul style="list-style-type: none"> • Lead the strategic development and implementation of ActionAid's global popular campaigns in the region, particularly the design and development of a digital regional mobilization strategy, in collaboration with the digital organiser and the digital fundraiser. • Lead the development and coordinate the implementation of a Federation Youth mobilization Strategy in partnerships with Global Platforms, and regional campaign Leads. • Supports the development of coordination, management and delivery of campaign actions, and mobilization activities, in order to meet the Global Campaign's agreed objectives and targets, by working with ActionAid member countries and other Global Secretariat stakeholders to ensure effective ownership of these activities across the ActionAid Federation.

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	<ul style="list-style-type: none"> • Ensure a robust culture of knowledge-sharing and learning within the Federation, closely connected to external partners, with a strong focus on social movements and community engagement. • Foster a culture of grassroots activism by empowering local communities and organizations, ensuring sustained engagement and commitment to campaign objectives. • Ensure there are clear supporter targets accompanying all multi-country campaign pushes. • Ensure there are clear plans and assigned responsibilities for the effective monitoring and reporting of indicators for multi-country campaign pushes; and contribute to monitoring of agreed campaign indicators. • Raise awareness of critical issues within the regions, garnering broader public support and media attention for the #FundOurFuture Global Campaign and other initiatives. • Contribute to ActionAid's overall mission by aligning campaign strategies with organizational objectives, ensuring that regional efforts support global priorities.
<p>System, Policies and Procedures and Product Management</p>	<ul style="list-style-type: none"> • Ensure that public and supporter campaigning and communications strategies for the campaign can reach and engage large numbers of potential supporters. • Devise and produce actions for supporters and the wider public to contribute to campaign objectives. • Collaborate closely with the Campaigns Lead and the Communications and Brand Lead's team to support the production and management of campaign assets and creative initiatives that capitalize on campaign opportunities. • Evolve ActionAid's campaign methods (campaign vision, signature, and toolbox) in response to internal lessons learned and the changing external landscape, with particular attention to incorporating innovations from new forms of organizing, mobilizing and movement-building. • Facilitate cross-country and regional learning from campaign experiences as a keyway to promote innovation and improvement in ActionAid's campaign methods. • Support putting in place robust systems for campaign planning, internal communication, delivery monitoring and evaluation, ensuring these systems support effective, timely cross-functional and cross-country working.
<p>Issue Resolutions, Crisis/Risk Management</p>	<ul style="list-style-type: none"> • With the leadership of the Head of Campaigns and Communication, the Campaigns Lead, Communications and Brand Lead and Head of Country Engagement & Regional Coordination identify and develop risk matrixes in relation to campaign pushes and strategies. • Work hand-in-hand with the Global Secretariat, Head of Country Engagement & Regional Coordination and country teams to develop proactive plans that tackle any risks linked to our campaigns, ensuring effective issue resolution and robust crisis/risk management strategies.

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Communications, Influencing and Coordination	<ul style="list-style-type: none">• Act as a key internal coordinator to ensure all structures within ActionAid are aligned and contributing effectively. Collaborate with Leads of strategic priorities and their teams to develop clear political influencing plans and messaging that connect with campaign strategies and annual objectives.• Partner with the Digital organiser to seamlessly integrate online mobilization strategies into national plans, and collaboratively plan Global Campaign initiatives that align with national offline mobilization efforts.• Build strategic alliances with existing social movements and other campaigning organizations active in the region.• Support ActionAid International (AAI) countries in crafting their campaign plans, particularly for jointly coordinated activities. Ensure that information about campaign actions—at national, regional, and global levels—is effectively communicated across the federation to enhance coordination and shared learning. Foster strong relationships with movements both within countries and at the global level.• Stay well-informed about national activities, plans, and challenges within the Europe and Americas region related to the campaign, and ensure this information is circulated to relevant stakeholders in the Global Secretariat and Campaign Project Team to facilitate joint planning.• Participate in external meetings and networks.• Engage actively in social media.• Support climate advocacy efforts with a focus on the European Union's policies and priorities.
People Management	<ul style="list-style-type: none">• Build and maintain constructive relationships with the Global Secretariat teams, as well as with ActionAid country members, to ensure the smooth execution of campaigns and advocacy efforts.• As part of the EU office team, work closely with colleagues such as the EU Partnership Development Manager, EU Women Rights and Migration Advisor, and Business Development Advisers, contributing to collective efforts led by the Head of Country Engagement and Regional Coordinator for Europe and the Americas.• Report to and collaborate closely with the Campaigns Lead under a matrix management structure. Engage with the Campaigns team, regional directorates, and Communication and Brand teams, including the digital organiser, Asia and Africa regional campaigners, and Communication and Brand Lead, to ensure alignment and synergy across regions and functions.

<p>Delivery on strategic/ functional priorities (Directorate -specific - maximum 5 KPIs)</p>	<ul style="list-style-type: none"> • Provided support in building campaigning capacity, promoting learning, and fostering knowledge development among regional members. • Identified and engaged with strategic allies within the region to collectively advance ActionAid's Global Campaigns. <p>Directorate-specific KPIs</p> <ul style="list-style-type: none"> • Lead and Collaborate on Global Campaign: Actively lead and coordinate the #FundOurFuture campaign alongside the Africa, Asia Regional Campaigners and the Digital organiser. Achieve the campaign's key objectives by meeting specific engagement, outreach, and impact targets outlined in the strategic plan. • Strategize Regional Campaigns: Develop and implement campaign strategies tailored to the unique needs, challenges, and cultural dynamics of the Europe and Americas region, ensuring that they align with overarching organizational goals. Document and report on campaign adjustments made to address regional necessities quarterly.
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PERSON SPECIFICATIONS

<p>Education and Qualifications</p>	<ul style="list-style-type: none"> • Bachelor's or master's degree in a relevant field
<p>Essential Knowledge and Experience</p>	<ul style="list-style-type: none"> • At least two years' experience of planning and executing (preferably multi-country in Europe or Americas campaigns aimed at engaging the public and influencing decision makers. • Experience in working with grassroots movements at local, national and/or regional and global levels. • Experience of working with people from different organisations, functions, countries, and cultures to deliver objectives and projects. • Experience of using digital campaigning tactics, preferably in an international campaign context. • Experience in tendering and commissioning external communication and creative agencies. • Experience of coordinating campaigns across multiple countries or working on an international campaign. <p>Knowledge and Experience in:</p> <ul style="list-style-type: none"> • Designing and implementing youth engagement strategies that resonate with young people and foster active participation in campaigns and initiatives. • Building and nurturing relationships with youth networks, organizations, and influencers to amplify campaign messages and mobilize support. • Facilitating training and capacity-building sessions for youth leaders and activists, empowering them with the skills and knowledge needed to advocate for change in their communities. • Utilizing digital platforms and social media to reach and mobilize young audiences, effectively driving online engagement and action. • Monitoring and evaluating youth mobilization efforts, using insights to adapt strategies and enhance the impact of campaigns.

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Essential skills	<ul style="list-style-type: none"> • Skills in writing and designing campaign actions and other communication materials, using both online and print approaches. • Strong, demonstrable project management skills, preferably in a cross-cultural and cross-organisational environment. • Strong communication skills and proven ability to translate complicated ideas into clear messages, • Proven negotiating and diplomacy skills • A multi-talented generalist, able to take on new issues and master new skills quickly. • Skilled at using online tools for research and for monitoring. • Proven ability to think strategically and analytically. • Proven initiative, flexibility, and enthusiasm in managing complex activities in an organisationally complex and changing environment. • A proven commitment to teamwork and strong collaborative skills • Ability to international travel. 	
Language requirements	<ul style="list-style-type: none"> • Excellent verbal and written communication skills in English and Spanish • Knowledge or Proficiency in another language will be considered an asset. 	
People Management Responsibility		
<i>Approximate number of people managed in total</i>		
1- Team members	Individual contributor, no direct responsibility for leading others.	Yes/ No
1.5	Act as mentor in a team and /or coordinating a team	Yes/ No
2- Team Leader	Coaches team members (at least three) in skills; leads, schedules, allocates and monitors work	Yes/ No
2.5	Responsible for one team with its own and has another team reporting directly	Yes/ No
3- Team managers:	Directs more than one team:	Yes/ No
	The positions direct multiple teams, each of which has a team leader in charge; determines team structure and roles of members	Yes/ No

This Job Description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

It is part of every staff member's responsibility to contribute to ActionAid International culture and comply with organisation's values and practice, which are:

- **Leading Innovation and Change** Establish a culture of excellence in respective team that values experimentation and continuous improvement.
- **Feminist Leadership:** Championing feminist leadership principles and values including commitment to diversity and inclusion (race, gender, power).
- **AAI Values Practice:** Ensure personal and team culture that demonstrates all of AAI values including: Mutual Respect, Equity and Justice, Integrity, Solidarity with People Living in Poverty and Exclusion, Courage of Conviction, Independence and Humility.
- **Promoting a healthy and safe working environment:** ActionAid is committed to promoting SHEA and Safeguarding policies and values and has a **zero-tolerance** policy for any form of sexual exploitation and abuse to create a safe working environment for the staff.

