



Role Profile Campaigns Officer

Role Reports To: Health and Wellbeing Manager

Role Purpose: The post holder will develop, implement and measure the effectiveness of a campaign strategy and associated content for a new 'TeamWork' wellbeing project, which aims to raise awareness and support for the mental health and wellbeing of adults across the Aston Villa family and communities of Birmingham.

The Campaigns Officer will be responsible for research, development and campaign planning, working with internal and external stakeholders to create content and facilitate digital engagement, organise events and meetings with adults to promote mental and physical wellbeing.

Main Responsibilities and Accountabilities

- Work alongside Health and Wellbeing Manager and Media and Communications Officer to plan, develop and deliver digital campaigns for the TeamWork project, creating a timetable of digital, remote and in-person activities aimed to increase awareness of the mental health and wellbeing agenda.
- Lead the development of campaign messaging that is creative, compelling and has broad public appeal, working closely with colleagues across the Health team.
- Develop and coordinate creative digital engagement and activities through Aston Villa and Aston Villa Foundation platforms (website, social media, podcasts, and webinars) under the TeamWork project banner, to promote mental and physical wellbeing to the Aston Villa fanbase and local community.
- To work with colleagues to support the research and development of the campaign, including through organising focus groups, stakeholder groups, interviews, and other forms of participation.
- Develop and maintain relationships with key local, regional, and national stakeholders and partners in relation to the wellbeing agenda, identifying new partnerships and new collaborative working opportunities.
- Liaise with internal teams, external agencies, Aston Villa Foundation ambassadors and local 'influencers' to embed people-powered campaigning and ensure each campaign engages and reaches the relevant audience.
- Provide detailed analysis and reporting of campaign performance to the Health and Wellbeing Manager, as part of the monitoring and evaluation process for funders and other stakeholders
- Support the Club's commitment to equality, diversity, and inclusion.
- Adhere to critical business functions such as human resources, health and Safety, safeguarding and ensuring compliance with Aston Villa Foundation policies, legislation and best practice.
- Any other reasonable duties and responsibilities which your line manager or another senior officer at the club asks you to perform

Key Skills & Experience

- Experienced in working with groups, supporting them to organise and deliver impactful campaigns on areas of shared interest.
- Experience of policy work and/or campaigning (in any form including outside of work and grassroots activism).
- A knowledge and interest in issues that contribute to poor mental health and wellbeing is desirable.
- Good knowledge of digital marketing channels and an understanding of utilising online and offline organising and campaign tactics

- Excellent communication, writing and engagement skills for a range of audiences and the ability to present key ideas in an articulate manner.
- Ability to communicate sensitively about issues affecting those struggling with their mental health.
- The ability to work in partnership with other organisations in a meaningful, equal, and collaborative way.
- The ability to plan and coordinate projects, plan and prioritise, work to tight deadlines, and respond to urgent demands in a complex, changing environment.
- Experience and knowledge of analytics tools and strong a strong understanding of how to interpret data to improve performance.
- Team player that must be willing to work closely with various internal and external stakeholders.
- Flexible to work evenings and weekends when required.

Aston Villa Football Club is an inclusive institution that provides a welcoming environment to supporters, the local community, customers, employees, contacts and competitors. We want to ensure that the Club and all its subsidiaries are free from discrimination of any kind, embracing all regardless of age, race, disability, gender reassignment, pregnancy and maternity, sexual orientation, marriage and civil partnership, sex (gender), religion or belief.