ANDREW SIMPSON FOUNDATION

Job Description

Job Role: Campaigns Officer
Department: Development
Reporting to: Outreach and Communications Manager
Based: Portsmouth or Poole (with occasional UK travel)
Type: Full-time, permeant
Salary: £33,000-£35,000 per annum (dependant on experience)

Purpose of the Role

The Campaigns Officer will take ownership of key campaigns throughout the year, turning agreed briefs into engaging campaigns that generate income, strengthen supporter relationships and demonstrate the impact of our charitable work.

Working within our growing Development Team, the postholder will translate briefs for campaign support, setting out requirements, objectives and intended outcomes into a clear campaign approach. The postholder will own campaign planning and delivery, from developing initial ideas through content creation, delivery and evaluation, working closely with colleagues to develop compelling messages, coordinate activity and deliver against agreed objectives, timescales and budgets.

Alongside campaign delivery, the postholder will play a leading role in Andrew Simpson Foundation day-to-day digital communications, and support charitable communications across the ASF Family. This includes sharing participant stories, preparing updates and reports, and delivering event communications.

This is a practical role for a proactive self-starter who combines creative thinking with strong organisation and hands-on delivery. It offers opportunities to develop and progress within a rapidly growing team.

Responsibilities

Campaigns

- Own the end-to-end delivery of key annual fundraising campaigns, responding to agreed briefs and taking responsibility for progressing each campaign through to completion.
- Translate briefs into clear campaign plans, setting out audiences, messages, channels, content requirements, schedules, budgets and measures of success.
- Develop creative campaign ideas and persuasive fundraising content that helps supporters understand the difference their contribution can make.
- Coordinate campaign activity across relevant channels, including email, websites, social media, press and events.

- Work with development and fundraising colleagues to create clear supporter journeys, from the initial campaign message through to donating, receiving thanks and understanding the impact of their support.
- Monitor performance against agreed income and engagement objectives, making informed adjustments during delivery.
- Produce concise campaign evaluations covering results, expenditure, learning and recommendations for future activity.

Participant Stories

- Proactively identify and gather participant stories from across the ASF Family, working with centre teams to capture the impact of our work.
- Interview participants and develop stories through written content, photography, video and other appropriate media.
- Build a bank of stories and content that can support campaigns, supporter communications, funder updates and impact reporting.

Digital Communications and Content

- Play a leading role in the Foundation's day-to-day digital communications, planning, creating and publishing content that supports fundraising and charitable priorities.
- Write regular news stories, blog posts, social media updates and website content about our charitable work.
- Maintain a coordinated content calendar, balancing campaign activity with regular communications across the Group's charities.
- Capturing photography and video, including capturing and lightly editing video for social media, campaigns and related communications
- Monitor digital performance and use audience insights to improve content, engagement and campaign effectiveness.

Press and Media

- Write and distribute approved press releases and supporting materials to promote fundraising campaigns, charitable achievements, events and participant stories.
- Build relationships with media contacts and partners, identifying opportunities to increase awareness of our charitable work.
- Monitor relevant media coverage and use findings to inform future activity.

General

- Build and maintain positive working relationships with colleagues, participants, partners and suppliers.
- Manage conflicting priorities while producing high-quality work that reflect the identity of each brand in the ASF Family.
- Work closely with the Marketing and Communications Coordinator, whose focus is paid-for activity, to coordinate communications activity.
- Act as a visible and professional representative of the organisation, supporting colleagues across the ASF Family and promoting best practice in fundraising, marketing and communications.

Person Specification

Essential

- Experience planning, delivering and evaluating campaigns across multiple channels, with clear ownership of delivery and results.
- The ability to turn a brief into a practical campaign plan and independently drive activity forward.
- Strong writing, editing and proofreading skills, including the ability to develop persuasive messages and clear calls to action.
- Strong project management and organisational skills, with the ability to coordinate contributors, manage deadlines and monitor agreed spend.
- Confidence using campaign data and audience insights to assess performance and improve activity.
- Experience creating and publishing digital content, including email, website and social media communications.
- Confidence capturing and lightly editing video for social media and other communications.
- The ability to build positive relationships and gather participant stories sensitively and accurately.
- A proactive, adaptable approach and confidence managing several priorities in a fast-paced team.
- The ability to work from our Portsmouth or Poole offices and travel across the UK.

Desirable

- Experience in the not-for-profit sector, particularly delivering fundraising campaigns and supporter communications.
- Experience developing supporter journeys that encourage giving and continued engagement.
- Experience contributing to newsletters, funder updates or impact reports.
- Experience delivering press or event communications.
- Experience or knowledge of sailing and watersports.

About the Andrew Simpson Foundation

We create life-changing journeys on the water: shaping young lives, strengthening communities and transforming futures.

We believe that every young person should have access to the life-changing benefits of being on the water. From building self-belief to unlocking potential, we use sailing and watersports as a powerful tool for education, wellbeing and community connection. Everything we do is shaped by four core pillars of impact:

- Enabling active participation – helping more people get active through sailing and watersports, supporting wellbeing and making regular participation part of everyday life.
- Developing skills & personal pathways – helping people build confidence, gain skills and find opportunities in education, employment, volunteering and sport.
- Building connected communities – bringing people together, supporting families and creating places where everyone feels welcome.

- Championing environmental engagement – helping people learn about our coasts and waterways, take part in conservation and develop skills to care for their future.

Our success is built on the dedication and passion of our team. We foster a culture of innovation and collaboration, where every team member plays a role in making a lasting impact.