

Senior Campaigns and Digital Engagement Officer

Job Description and person-specification

Role title: Campaigns and Digital Engagement Officer

Salary range: £34,000 - £37,000 FTE (per year, depending on experience)

Hours: Full-time (37.5 hours per week) or part-time, with flexibility for an exceptional candidate

Contract: 12 months fixed-term (with a view to extend subject to funding and performance)

Probation: 2 months

Annual leave: 32 days (28 days + Birthday Day Off + 3 days Christmas closure)

Location: London hybrid, with the option of remote-only work for an exceptional candidate

Reporting to: Communications Manager

About the Work Rights Centre

Work Rights Centre is a charity that helps migrants and disadvantaged Britons access employment justice and improve their social mobility. We do this with: legal advice that changes lives; tools that empower people to understand and assert their rights; and campaigns that challenge the systemic causes of injustice in the long-term with research, parliamentary advocacy, and strategic litigation.

Our frontline team addresses the most urgent aspects of socioeconomic disadvantage. Every year we recover thousands of pounds in unpaid wages for workers who were exploited by unscrupulous employers, and support hundreds of people to understand and secure their status in the UK. But to tackle this disadvantage in the long-term, we need systemic change. This role contributes to this wider mission.

About the role

The Campaigns and Digital Engagement Officer is a new, pivotal role designed to bridge the gap between our frontline legal casework and the general public. The key aim is to grow our digital community, amplify the voices of our clients and policy wins, and mobilise our supporters into a powerful force for worker justice.

This role is the engine that converts our legal expertise into a public movement. You will be responsible for making sure that our 3,000+ supporters have a clear way to show up, speak up, and chip in to further our charitable mission. This role is fixed-term because this is the first time we are developing this work, with support from a restricted, time-limited grant. If by the end of the first year it is clear that the role brings significant value to the charity, we will be looking to secure alternative funding and extend the contract.

Responsibilities

The key responsibilities in this position are developing impactful campaigns, growing supporter engagement, supporting our fundraising goals, and contributing to the wider development of the charity.

1. Campaign development

You will lead on developing and implementing campaigns that further our policy goals. You will need to understand our clients' issues, our policy recommendations, then create impactful campaigns that inspire action and raise income from donations. This includes:

- Come up with creative concepts for new campaigns.
- Design digital journeys that move supporters from initial awareness (subscribing to our social media or newsletters) to active participation (signing petitions, emailing MPs, or donating).
- Create high-engagement content for social media, newsletters, and other media that turn general support into action.

2. Supporter engagement and fundraising

To expand our reach, you will also lead the charity's efforts to grow and meaningfully engage our supporters. This includes, but is not limited to, the following duties:

- Manage our newsletter community, segmenting the audience to ensure the right people get the right message at the right time.
- Create engaging newsletter and social media content that moves people to take action.
- Develop a regular monthly giving programme for engaged supporters who want to contribute financially to our work.
- Encourage and empower our supporters to mobilise action in their communities, and to raise funds their own way.
- Grow our newsletter sign ups, social media following and monthly donations in line with our fundraising targets.
- Support the wider policy, research and communications team during online and in person events aimed at our clients and supporters.

3. Digital optimisation for fundraising

Another important aspect of the role is to ensure that our digital campaigns and advocacy work fuel our financial sustainability. This will include the following tasks:

- Integrating strategic donation asks into all digital touchpoints.
- Using data for effective performance tracking of campaigns, including reporting on campaign ROI, tracking list growth, and analysing engagement metrics.
- Optimising and regularly updating our website's "Action" pages and donation forms to ensure a frictionless, mobile-first supporter experience.

4. Supporting the wider development of the organisation

In addition to the community building work you will be leading on, we would also like you to apply your skills to support the wider development of the charity. This includes, but is not limited to:

- Contributing to the development of the charity's business plan and objectives.
- Contributing to project-based strategic work on occasion.
- Maintaining a good relationship with key stakeholders, supporters and clients, acting as an ambassador for the Work Rights Centre at all times.

General responsibilities

In addition to your key duties, we expect you to:

- Be an enthusiastic team player, and keep abreast of the overall work of the charity.
- Be competent in the use of IT software.
- Participate in regular supervisions with your line manager, value feedback, and be committed to your professional development.
- Occasionally work unsociable hours around highly time sensitive and strategic objectives (in line with our toil policy).
- Occasionally travel across and outside of London.
- Maintain good administrative records as required.

Flexibility. There is a lot to learn, and to offer, at the Work Rights Centre, and the charity has grown substantially since our foundation in 2016. This relies on our ability to remain agile. We trust you to be responsive to our changing needs, and to adapt your workload and undertake any other duties that may be reasonably required. This job description is provided as a guide to the role. It is not intended to be an exhaustive description of duties and responsibilities. It will be subject to periodic revision as the emphasis on and ways of working within the role changes.

Person specifications

Knowledge and experience

- Minimum of 3 years of experience in marketing or campaigns.
- A track record of developing and implementing digital campaigns that move people to action, whether that is hitting a fundraising target, building an engaged digital community from scratch, or securing a specific policy change through online advocacy.
- Experience of using digital tools to map user journeys, track engagement with campaign goals, and iterate campaign strategy in light of engagement metrics (i.e. Mailchimp, Google Analytics).
- Experience of working in a team, and progressing towards shared objectives.

Skills

- Ability to build relationships and work collaboratively across teams.
- Confidence working with data, systems and campaign platforms.
- Knowledge of how social media and digital channels can be effectively used to amplify campaigns.
- Ability to optimise donation journeys, and segment audiences for maximum impact.
- Fundraising mindset: ability to integrate strategic donation asks into every stage of the supporter journey.
- Excellent written and verbal communication skills: ability to write engaging copy and explain complex policy and legal concepts clearly
- Excellent time management, demonstrating an ability to meet tight deadlines.

- Good general IT skills, including Word and Excel, and remote work systems.

Personal attributes

- Confident and resourceful, you can work to a high standard with minimal supervision.
- Enthusiastic and proactive, you are self-motivated by a strong sense of justice.
- Systematic, you plan your steps, monitor your impact, and adapt accordingly.
- Collegial, you recognise the value of teamwork and shared objectives.
- Flexible, you are prepared to work longer hours if necessary, for example evenings and weekends/assist with broader objectives of the organisation.
- You have a real commitment to the aims and values of the Work Rights Centre.

Desirable

- Lived or learned experience of the issues facing vulnerable migrants.
- Some experience of working with marginalised migrant communities.
- Knowledge of a language other than English.

Even if you are not sure whether you have all the experience, if you have the qualification, share our values, and trust your ability to make a positive contribution to our team, we encourage you to express interest.

How to apply

To apply for the role, please send a CV and cover letter to recruitment@workrightscentre.org by **Sunday, 5th July** It is important to tell us why you think your experience, skills and attributes meet the person specifications of this role, and why you would like to join our team. For more information, do not hesitate to get in touch.

FAQs

Why is this role fixed-term?

This role is fixed term because this is the first time we are developing this work, with support from a restricted, time-limited grant. If after the first year it is clear that the role brings significant value to the charity, we will be looking to secure alternative funding and extend the contract.

What is the organisational culture?

We are a small 14 (FTE) but ambitious team, and have often been told we punch above our weight. We made a conscious decision to build an organisation that is not only founded by and for migrants, but that also brings together a wealth of legal, research, policy, and comms expertise. This is what makes the Work Rights Centre special. We have a culture where intellectual agility and comradeship go hand in hand.

What are my professional development opportunities?

The Work Rights Centre has a real culture for learning and upskilling. We have a dedicated training budget and encourage team members to attend training from reputable professional organisations.

What other benefits do staff get?

We offer a range of staff benefits including enhanced sick pay for up to 28 days, enhanced annual leave increasing with tenure (including Christmas office closure and Birthday day off), 5% employer pension contribution, 20 weeks of enhanced parental pay, and more.

How is the Work Rights Centre funded?

Our main source of funding is grants from independent trusts and foundations. Having started with zero capital in 2016, we now have long-term relationships with some of the best-regarded funders in the UK, including Trust for London, the Legal Education Foundation, the Paul Hamlyn Foundation, City Bridge Trust and many more. You can view a full list of our current funders on our [About us](#) page, and look up our financial record on the [Charity Commission's register](#).

How financially sustainable is the Work Rights Centre?

The Work Rights Centre is on a path of significant financial and organisational growth. For the last eight years we have consistently increased our income and the size of our team. In the previous financial year ending March 2026, we have grown our funding by circa 17% and we are projecting to grow substantially this year again. You can learn more from our accounts on the Charity Commission's register.

Where is the Work Rights Centre headed in the next couple of years?

The Work Rights Centre has three strategic objectives for the next couple of years. First, use our rare mix of employment and immigration legal expertise to support under-represented migrant workers to access justice. Second, use this frontline intelligence to call for reforms to the labour enforcement and work migration system, with parliamentary advocacy, careful media interventions, and strategic litigation. Third, work towards improving the charity's long-term sustainability by growing our earned income (including from training).