

Campaigns Officer

Role Description

Role Purpose

The Campaigns Officer leads Dorset NEU's work on local and national campaigning, helping to build strong, visible and effective collective action across the district. The role coordinates campaigns, enhances member engagement, and ensures that Dorset NEU's voice is heard on key issues affecting educators, pupils and communities.

Key Responsibilities

1. Campaign Strategy & Leadership

- Act as Dorset NEU's lead representative on campaigning activity and strategy.
- Help shape district priorities by identifying issues that matter to members, including workload, funding, staffing, SEND provision, pay, conditions and local education policies.
- Work with the District Secretary and Organising Officer to plan and deliver campaigns that build power and visibility.

2. Member Engagement & Mobilisation

- Encourage and support members to participate in Dorset NEU campaigns, petitions, meetings, rallies and events.
- Mobilise members around ballots, collective action and union initiatives.
- Create accessible and engaging messaging to support campaign aims, in coordination with other district officers.

3. Communication & Publicity

- Promote Dorset NEU campaigns through newsletters, emails, social media (where applicable), posters and workplace materials.
- Keep members informed about national NEU campaigns and how they can get involved locally.
- Assist with developing clear, consistent messaging to strengthen the union's public voice.

4. Workplace Campaign Activity

- Support reps to run local workplace campaigns—including workload mapping, recruitment drives, meetings and issue-based organising.
- Provide reps with tools, resources and campaign materials to help build activity in their settings.
- Encourage workplace-level collective action that aligns with Dorset NEU priorities.

5. Events & Actions

- Help coordinate local campaign events, such as rallies, meetings, training sessions, awareness activities or solidarity actions.
- Work with other district officers to ensure events are inclusive, well organised and well attended.

6. Collaboration

- Work closely with the District Secretary, Organising Officer, Equality Officer, Membership Secretary and other Dorset NEU officers.
- Liaise with the Regional Office and national NEU campaigns team to ensure Dorset NEU is aligned with national priorities.
- Build positive relationships with community groups, parent organisations and partner unions where appropriate to strengthen campaign efforts.

7. Monitoring & Reporting

- Provide updates at Dorset NEU meetings on campaign activity, progress and opportunities.
- Track member engagement in campaigns and identify areas for further mobilisation or support.
- Reflect on campaign outcomes to inform future planning.

Skills & Attributes

- Enthusiasm for campaigning and collective action.
- Strong communication and messaging skills.
- Ability to motivate and engage members.
- Organisational skills and confidence in coordinating events or activities.
- Commitment to NEU values of democracy, fairness and solidarity.

Time Commitment

- Attendance at Dorset NEU meetings.
- Ongoing involvement in campaign planning and delivery throughout the year.
- Participation in campaign-related training and regional/national NEU briefings.