



Gangmasters & Labour Abuse Authority

Campaigns and Engagement Officer

Summary of the role

In liaison with the Head of Communications and Engagement, plan, develop and deliver campaigns and engagement activity among internal and external audiences, aimed at enhancing the profile and reputation of the Gangmasters and Labour Abuse Authority and supporting its strategic priorities around protecting vulnerable workers from exploitation.

Build, maintain and enhance a network of relationships with key stakeholders, both internally and externally, and take responsibility for ensuring stakeholder engagement is an integral part of the GLAA's communications output.

Apply marketing and communications concepts and tactics to engineer behaviour change as part of the GLAA's Prevention Agenda, aimed at raising awareness of labour abuse and exploitation and educating different stakeholders (ie public, business, public sector).

Responsibilities

- Design, develop and implement external campaigns, in conjunction with the Communication and Engagement Team, or jointly with partner agencies and key stakeholders, to raise awareness of the GLAA and the issue of labour exploitation and modern slavery.
- Take responsibility for enhancing relationships with key partners through the development and delivery of a stakeholder engagement strategy and as a strong advocate of the GLAA brand and its strategic priorities.
- Design, develop and implement campaigns and engagement strategies for both internal and external audiences, using social marketing activity to engineer behaviour change around labour exploitation and modern slavery issues, using customer insight techniques and research to understand specific audiences.
- Identify opportunities to enhance staff morale, embed the GLAA's values within the organisation, and increase public confidence and the organisation's reputation, through the use of engagement activity.
- Devise, develop and maintain a corporate structure to stakeholder events, helping enable GLAA colleagues and board members engage with a range of different audiences (i.e. business, Third Sector, operational partners).
- Provide professional advice and support to the GLAA's senior leadership team and other colleagues about how best to engage with both internal and external audiences.

Knowledge and Skills	
Essential	Desirable
<ul style="list-style-type: none"> • Significant experience in the project management and delivery of communications and/or engagement activity for a large organisation • Proven experience in the successful planning and delivery of communications and/or engagement strategies and promotional campaigns, ideally for a large organisation, targeting several different audiences • Experience of partnership marketing or stakeholder management in a communications context in the public, private or not for profit sector • Ability to work on own initiative with demonstrable creativity and innovation, and as part of a team • Proven ability to analyse problems, tackling issues in a logical manner to propose and implement solutions • Ability to prioritise and manage workloads efficiently and effectively and remain calm and positive, often in challenging and highly stressful circumstances • Excellent written, oral and presentation communications skills 	<ul style="list-style-type: none"> • Political astuteness and experience in stakeholder management activity at all levels both internally and externally • Ability to demonstrate a personal commitment to Equal Opportunities and championing diversity • Must be able to routinely travel to locations across the county and occasionally outside the county • Excellent working knowledge of various pieces of legislation (including those Acts impacting on publications and information disclosure) • The post holder will need to be flexible towards work and be prepared to support the GLAA's wider communications and engagement needs in the event of critical and major incidents, being required to work at unsociable times