

C10 Administer and organise the campaign

How do we deliver?

Integral to the smooth running of the campaign is the tight management of activities in order to meet planned objectives and milestone. It is about being highly organised and efficient at running the campaign including making sure that comprehensive and accurate records are maintained. Good organisational skills are crucial because the efficient delivery of activities in the campaign is essential to reaching its overall aim.

Performance criteria

In order to administer and organise the campaign, you should be able to:

1. Keep abreast of policy and other factors which will **impact** on the campaign
2. Ensure that arrangements for campaign activities such as events, seminars and meetings are carried out according to specific **objectives**
3. Support campaign events and activities by providing assistance to the campaign to ensure **objectives** and milestones are met
4. Deal with campaign enquiries by directing queries to the **campaign team** as appropriate
5. Ensure correspondence, internal briefings and copy such as newsletters and website text are made available to others
6. In accordance with legal requirements, maintain campaign records and contacts, including details of correspondence
7. Contribute to **monitoring** the campaign by measuring progress according to the **evaluation** framework
8. Ensure that all progress towards campaign goals is recorded appropriately, including partial achievement

Knowledge and understanding

In order to administer and organise the campaign, you will need to know and understand the following:

- a) The administrative needs of the campaign
- b) Organisational procedures for event organisation, including budgets and any existing arrangements with suppliers
- c) Lines of reporting in the campaign team, roles and responsibilities
- d) The information needs of the campaign and the campaign team
- e) The work plan for the campaign and its timescales
- f) The key events and milestones for the campaign
- g) How to maintain accurate and up to date records
- h) The importance of maintaining confidentiality, where appropriate
- i) The legal requirements regarding record keeping, such as for data protection and freedom of information

Skills

- Organisation
- Event management
- Interpersonal
- Teamworking
- Working to and managing deadlines
- Project management
- Leadership

Behaviours you need to be able to display

- Thoroughness
- Pragmatism
- Flexibility