

C6 Develop a campaign work plan

What needs to be done?

The campaign work plan should contain a shared understanding of who will do what and when, as well as what resources are available for which activities.

It should be a “living” document, re-visited as required throughout the campaign and flexible enough to accommodate changes in the campaigning environment, both internal and external.

Performance criteria

In order to develop a campaign work plan, you should be able to:

1. Agree the **resources** for the campaign with others within the **campaign team**, and where appropriate, your organisation
2. Identify activities and tactics to deliver the campaign that are within the scope of the agreed budget
3. Set **outputs** for each campaign milestone that are in line with the campaign **strategy**
4. Identify and develop ways to communicate with **beneficiaries** and other **stakeholders** which are accessible and relevant to their needs
5. Establish roles and responsibilities for delivering the campaign and allocate as appropriate
6. Identify tasks that are inter-dependent and the extent to which their completion or otherwise **impacts** on others
7. Assign priorities for the completion of tasks and activities
8. Ensure that an assessment of risks to the campaign is undertaken
9. Maintain your own understanding of the environment in which your organisation operates
10. Where appropriate, review the work plan according to changes in the environment in which your organisation operates
11. Plan for contingencies to ensure the delivery of campaign **objectives**

Knowledge and understanding

In order to develop a campaign work plan, you will need to know and understand the following:

- a) The campaign strategy and its aims
- b) The resources required for delivery of the campaign and any restrictions on their use
- c) The activities that are achievable and the resources that will be required to achieve objectives
- d) The resources available to the campaign
- e) The communication needs of the campaign audience
- f) The timescales for the campaign
- g) What the deliverables will be and the milestones for the campaign
- h) Responsibilities for the completion of campaign tasks and activities
- i) Inter-dependencies between campaign tasks and activities, and the order in which they should be completed
- j) How to keep yourself up to date with issues of relevance to the campaign, such as the environment in which the organisation operates and other parallel campaigns
- k) How to conduct an effective risk assessment
- l) How to ensure continuity and responsiveness in the delivery of the campaign and the importance of doing this

Skills

- Forward planning
- Strategic and tactical thinking
- Project management
- Planning for success

Behaviours you need to be able to display

- Flexibility
- Persuasiveness
- Optimism
- Realism