



EQUALITY | RESPECT | LOVE

Who Cares? Scotland Job Specification

Post title	Campaigns Officer
Salary range	£25,354 - £30,184 per annum
Hours of work	Full time – 35 hours per week (some evening and weekend work is required). Hours can be worked flexibly.
Area	Engagement and Influence
Base location	National Office, Glasgow with flexible home working
Responsible to	Campaigns Coordinator
Last update	September 2026

Purpose of the post

Who Cares? Scotland is Scotland's only national independent membership organisation for Care Experienced people. Our strategic vision is to secure a lifetime of equality, respect and love for Care Experienced people in Scotland. At the heart of Who Cares? Scotland's work are the rights of Care Experienced people and the power of their voices to bring about change. We provide individual relationship based independent advocacy and a range of connection and participation opportunities for Care Experienced people across Scotland. We work alongside Corporate Parents and others to broaden their understanding of care and challenge stigma experienced by Care Experienced people. We create opportunities for people with lived experience of care to influence policy makers, leaders, and elected representatives locally and nationally to shape legislation, policy and practice. We do this collaboratively to build on the aspirations of The Promise and secure positive change.

This role will contribute to this aspiration through supporting the delivery of a policy and public affairs influencing programme supported by members from across the country. The overarching purpose of this role is to develop our local and national work to influence elected representatives from across Scotland's political parties in a way that is shaped directly and indirectly by the lived reality of the Care Experienced population in Scotland.

Main duties and responsibilities

- To ensure the rights and views of Care Experienced members and advocacy evidence shape our policy responses, local and national influencing and campaigning.
- To ensure that Scotland's work to become a rights-respecting nation includes the needs and views of people with care experience, such as through the upcoming Scottish Human Rights Bill.
- To support our campaign work with planning, social media content creation, press releases and securing news media coverage.
- To create communication materials for a range of audiences on our campaigning work.
- To support the safe delivery of our Empowered Voices Training Programme for Care Experienced people to meaningfully influence decision-makers and the media.
- To support work with elected members and other key decision makers to influence policies to benefit Care Experienced people.
- To support work with key journalists to implement campaign strategies as developed across the organisation.
- Influence elected members and other key decision makers through targeted media opportunities.
- To maintain our political contact programme to ensure consistency and follow-up with our political engagement across the organisation, and support staff to record lobbying activity in line with the Lobbying (Scotland) Act 2016.
- To ensure Care Experienced members and Who Cares? Scotland staff are informed about relevant policy and practice developments through political monitoring and horizon scanning.
- To support the embedding of human rights knowledge and training across the organisation, facilitating inputs from external expertise where possible.
- To work collaboratively and strategically with partner organisations and represent Who Cares? Scotland and our Care Experienced membership in strategic forums.
- Support the organisation's income generation through writing of fundraising applications, expressions of interest and fundraising campaigns
- To carry out any other duties commensurate with the post as agreed with the Coordinator, Manager and Director.

Communication

The post holder will have key contacts with:

- Care Experienced people and members
- Key journalists and media contacts
- Elected Members in Local Authorities & the UK and Scottish Parliament
- Academics, Third Sector agencies and forums
- Who Cares? Scotland colleagues
- Scottish Government
- Scottish Parliament

Working environment

The location of the postholder is flexible. Evening and weekend work will sometimes be required, where time can be taken back in lieu.

We request at least two office-based days a week where possible.

Attitudes and values

Commitment to:

- Child and human rights.
- Working inclusively with an understanding of equal opportunities practices.
- Belief that people can make transformative change happen in their lives if given the opportunity.
- Working in partnership with Care Experienced people of all ages, empowering them to make decisions about their own lives.
- Developing best practice through regular supervision and training opportunities.
- Inter-agency, inter-disciplinary working to improve outcomes for Care Experienced people.

Essential knowledge, skills, and experience

Qualifications:

- We are seeking an individual who can analyse, scrutinise, interpret, and present complicated and sometimes contradictory information to a wide range of audiences. It is likely that you will have acquired this skillset through studying to degree level, or relevant experience within this field.
- Demonstrable continuing professional development in relevant areas.

Knowledge:

- The issues affecting Care Experienced people.
- Participatory policymaking.
- Current social policy, legislation and practice relating to Care Experienced people.
- The Promise.
- Local and national government policymaking.
- Public affairs and Scottish Parliament procedures and processes.
- An understanding of the Scottish media and the landscape it sits in.
- Social media and marketing, tailored branding and strategies.
- The human rights law, policy and third sector landscape in Scotland.
- The international human rights framework.

Skills and competencies:

- Excellent oral, written and presentation skills.

- Excellent interpersonal, emotional intelligence and communication skills, including the ability to build and maintain strong relationships with a diverse range of people.
- Ability to interpret complex information and communicate in a clear, concise language to a variety of audiences.
- Ability to analyse both quantitative and qualitative data and use evidence in factual but convincing ways to influence change.
- Ability to analyse problems and present logical solutions.
- Ability to use initiative with appropriate supervision.
- Attention to detail.

Professional and/or voluntary experience of:

- Developing and implementing strategies for ensuring meaningful participation of lived experience in policy influencing.
- Influencing of, or working within, local and/or national political structures.
- Writing press releases which have secured media coverage.
- Delivering evidence-based campaigns.
- Experience of creating social media content.
- Working with the media to elevate campaigns.
- Scrutinising policy and legislation.
- Writing policy briefings and reports.
- Data analysis and accessible presentation of findings.
- Working with marginalised groups.

We particularly welcome applications from people with experience of the care system who meet the criteria for the post.