

Job Profile

Job Title: Benefit Take-up Campaign Officer

Job Grade: Level 3, Zone 2

Salary Range: £39,336 - £44,878

About Camden

Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. Because we're not just home to UK's fast-growing economy. We're home to the most important conversations happening today. And we're making radical social change a reality, so that nobody gets left behind. Here's where you can help decide a better future for us all.

In the aftermath of Covid 19, it has never been more important to ensure people have access to good support, advice and information to allow them to make decisions about their lives. Our Tackling Poverty Team work tirelessly to understand our communities here in Camden, and to help people access the support they need as quickly and easily as possible, helping keep people on track. Our team is passionate about the difference we can make in people's lives, ensuring no one is left behind.

About the role

The Benefit Take-up Campaign Officer will be responsible for using data to run targeted take-up campaigns through a variety of channels, working collaboratively to increase the take-up of benefits, such as pension credit, carers/attendance allowance, Council Tax Support, Universal Credit, healthy start and other family support, tax credits, housing support, and other forms of financial assistance. They will also be responsible for ensuring individuals receive the support they need to access these benefits by working closely with other services, partner organisations and the voluntary and community sector.

About you

This role requires:

- Experience of leading on the development and implementation of successful community-based campaigns across the borough using data to identify target groups with an understanding of how we can deliver equity in our approach for those with protected characteristics or at greater risk of under-claiming
- Experience of conducting awareness raising outreach activities via all channels (social media, written communications, in person events and via phone calls) and giving presentations to community groups, employers and other relevant stakeholders
- Excellent interpersonal skills, including writing and communicating in plain language with the ability to engage with diverse audiences and develop and maintain relationships with key stakeholders and community partners to increase collaboration and referral pathways
- The ability to work in collaboration within the tackling poverty team, with services across Camden and external partners and to ensure effective delivery of the campaign

- Strong knowledge of social welfare benefits and relevant legislation
- Experience of keeping accurate and up to date records of campaign activities, including the number of individuals assisted and the outcomes achieved
- Strong organisational and time management skills, with the ability to manage competing priorities and meet deadlines
- Experience of developing a continuous improvement process through impact evaluation and regular reviews to identify areas for improvement

Work Environment:

Agile working. The role is based in 5 Pancras Square Offices. There will be times when you will work out of other locations in Camden, including VCS organisations offices to attend meetings. A balance between these sites and working from home is required – with the expectation to be working in Camden more than outside of Camden in any given week.

People Management Responsibilities:

This role has no line management responsibilities.

Relationships:

The role requires working collaboratively with all Council services, Voluntary Community Sector, Public Health, and Camden residents. Including:

- **Internal** – to foster excellent working relationships across the Council
- **External** – to build effective working partnerships with residents, and anyone else who may refer on to the Food and Advice Network.

Over to you

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we're supporting people, and we'll redefine what a career can be. If that sounds good to you, we'd love to talk

Is this role Politically Restricted?

Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden [click here](#).

Diversity & Inclusion

We want Camden Council to be a great place to work and to ensure that our communities are represented across our workforce. A vital part of this is ensuring we are a truly inclusive organisation that encourages diversity in all respects, including diversity of thinking. We particularly welcome applications

from Black, Asian and those of Other Ethnicities, LGBT+, disabled and neurodiverse communities to make a real difference to our residents so that equalities and justice remains at the heart of everything we do. Click [Diversity and Inclusion](#) for more information on our commitment.

Agile working

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK (www.HireMeMyWay.org.uk). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

Asking for Adjustments

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at resourcing@camden.gov.uk or post to 5 Pancras Square, London, N1C 4AG.

Structure chart

