

Why We Get Vaccinated campaign - join the operations group



The multi-agency, pan-London vaccination campaign Why We Get Vaccinated are looking to recruit to two roles for the campaign's operations group. The campaign is a year-round non-vaccine specific, community designed campaign which seeks to improve the tone of the conversation about vaccinations and improve uptake in the long term.

It is evidence based and evaluated, and heading into the final of its first three years, with potential to continue beyond year 3 (October 2027).

This is not a paid role. The operations group meets online every two weeks for 30 minutes, with the group delivering the campaign outside the meetings. The amount of work it requires varies across the year but it is expected the bulk of the work will be completed by July 2027.

Design Support:

This person will work closely with the Hackney Design team who have been the campaign designers. They will help the design elements of the campaign style to remain consistent and ensure assets are accessible for users. It is preferable for the person in this role to be a designer or have design work experience. It is essential that this person has experience with Canva including asset management, using the software, and exporting assets from the platform.

This role will help to ensure designs are consistent with the campaign style, support with integrating translations into the campaign, help to create new assets, ensure the assets are easily accessible to users, and help with transferring the campaign assets to a new Canva account.

Comms Support:

This person will provide expert communications advice and support with connecting to colleagues across the health system. Ideally, this person would work within the NHS. This role requires experience in writing content for different audiences; planning content for owned, earned, and paid channels; and experience working with agencies.

This role typically supports with developing new messaging, liaising with communications colleagues in the NHS (including ICBs) and local authorities, being the main point of contact for the agencies the campaign works with and advising on the approach to out of home and digital advertising.

If you are interested in either of these roles, please email the campaign Co-Chair Ysabella Hawkings ysabella.hawkings@camden.gov.uk specifying which role you're interested in and short description of how your experience / skills meet the role requirements. Deadline for responses is **Monday 26 November 2026**.