

<b>FRIENDS OF THE EARTH – JOB DESCRIPTION</b>	
<b>JOB TITLE</b>	Senior Campaign Activism Advisor
<b>REPORTING TO</b>	Head of Campaign Activism
<b>TEAM</b>	Campaign Activism
<b>CAREER STAGE</b>	Ref. point SP6
<b>CONTRACT TYPE</b>	Permanent
<b>LOCATION</b>	Flexible (can be based from any FoE office) with frequent travel to London.
<b>LINE MANAGEMENT</b>	Yes
<b>PURPOSE OF ROLE</b>	
<p>Located in the Activism Impact team, you'll be at the heart of helping to shape the people-powered focus of Friends of the Earth's big campaigns. You'll help design our activism for maximum real world change whilst ensuring that the tactics we use help engage big numbers of people, deepen their engagement, broaden and diversify our grassroots and build our movement-powered organisation. You will also guide, lead and manage a small team of Campaign Activism Advisors to carry out this work across priority campaigns and projects.</p> <p>The Campaign Activism team is part of the Communities and Networks Department.</p>	
<b>KEY RESPONSIBILITIES AND TASKS</b>	
<p><b>Strategic insight</b></p> <ul style="list-style-type: none"> <li>• Developing and delivering bespoke cutting-edge activism strategies to help Friends of the Earth's campaigns build our activist network and win people-powered campaigns.</li> <li>• Working with our activists to create a wide variety of opportunities for activist involvement across our campaigns both online and offline, and locally, nationally and globally.</li> <li>• Creating excellent and tailored supporter journeys for new and existing activists on our campaigns in order to motivate deeper-level on-line and off-line action and to ensure high retention rates.</li> <li>• When necessary designing and leading a campaign or rapid response where the priority purpose of the activity is movement-building.</li> </ul> <p><b>Mobilising and organising</b></p> <ul style="list-style-type: none"> <li>• Regular engagement with the grassroots network, maintaining good communication flows and championing activist voices across the organisation.</li> <li>• Providing training and skills development opportunities for the Friends of the Earth network and local groups, as well as support for local campaigns and local leadership development.</li> <li>• Creating and participating in diverse coalitions of people and organisations, and representing Friends of the Earth in meetings and public platforms.</li> <li>• Identifying and implementing opportunities for recruiting new activists from diverse backgrounds through the campaigns or projects that you are working on.</li> </ul> <p><b>Management and leadership</b></p> <ul style="list-style-type: none"> <li>• Lead a small team in developing and delivering activism strategies for EWNI-wide campaigns.</li> </ul>	

- Ensuring staff perform to a high standard, encouraging a learning culture and inputting in organisational wide strategies and work flows.

**Innovation and testing**

- Leading trials for new activism approaches, suggesting and scoping new tactics and tools and help to embed and scale up successful ones.
- Trialling new ways of bringing people together to take action in both geographical and non-geographical communities, both on and offline.
- Staying ahead of the curve with developments in movement building across the sector, taking part in external training and events, and sharing skills/knowledge across the organisation.

**Communications**

- Producing effective content for all of Friends of the Earth's internal and external channels, including our email channel, social media, campaign guides, activist briefings and training materials.
- Using excellent relationship and communication skills when working with activists and local communities, as well as internally with staff and project teams across the organisation.

**Flexibility**

- Adapting to fast changing situations, including: rapidly changing focus of tasks according to team or organisational needs.

**Commitment to diversity and inclusion**

- Ensuring that your work, and the work of those around you, is developed to Friends of the Earth best-practice guidelines on diversity and inclusion to ensure that involvement in the campaign is open to all sections of society, particularly improving the involvement of under-represented groups.

**PERSON SPECIFICATION (ASSESSED AT SHORTLISTING STAGE)**
**Essential**

- A firm grasp of what makes a winning campaign strategy, and experience of planning and delivering campaigns with colleagues and activists.
- Experience of working with activists and/or community groups.
- Managing staff and leading a small team
- Leading key projects with organisational wide significance
- Experience of running workshops, trainings and developing skills and leadership in others.
- Track record of successful outreach to new and diverse audiences and ability to build meaningful supporter journeys.
- Ability to write compelling copy and content across online channels and offline activist resources.
- Proficiency in digital communication and campaign tools.
- Strong communication, facilitation and team work skills.
- Working knowledge of project management and reporting and evaluation techniques.
- A commitment to continuous improvement through testing and using data to increase insight.
- A commitment to diversity and inclusion

**Please note: This post will require the post-holder to be flexible and adaptive both in terms of work, and also occasionally with working hours.**

<b>DATE APPROVED</b>	June 2018
<b>DATE REVIEWED</b>	Dec 2018

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.