

Friends of the Earth – Job Description

Job title	Campaigner
Reporting to	Campaign Lead
Team	Campaigning Impact
Career stage	Grade D
Contract type	Permanent
Location	London
Line management	May have up to 2 line reports

Purpose of the role

To lead or contribute to delivering great 21st century campaigns for Friends of the Earth that deliver real world change and build Friends of the Earth's supporter-base, grassroots strength and income.

Key responsibilities and tasks

Great campaigns

- Develop and deliver, a cutting-edge campaign strategy, borrowing from the best examples of campaigning and movement building from across the world and innovating new approaches, including through using a testing approach and integrating fundraising into the strategy;
- Understand how to use digital campaigning tools to achieve the greatest impact
- In order to ensure the best strategy is followed and to spot new opportunities, you will need to keep abreast of the campaign issue you are working on and understand the changing economic, political, legal, social and technical context within which the campaign is situated; develop issue expertise where necessary; and identify solutions to problems (including policy solutions)
- Create, manage, and/or participate in diverse coalitions of people and/or organisations for the purposes of: increasing campaign reach and effectiveness; ensuring Friends of the Earth's knowledge of an issue and position on it is up to date and evidence based; testing positions and strategies against different perspectives and experiences; and spotting opportunities for new campaigns
- Representing Friends of the Earth in alliances and meetings, including meetings with senior politicians
- Lead campaigns and projects, including: providing strategic direction; inspiring and task-managing staff members and volunteers working on the campaign; representing the campaign internally, including reporting to senior management; ensuring the campaign is legally compliant (e.g. libel, ASA, Lobbying Act) through seeking guidance as necessary; and reviewing campaigns and projects
- Work collaboratively with a cross-organisational team, including: prioritise own tasks (and tasks of those you are task-managing) according to team needs, with awareness of impact on others in the organisation; show transparency in your tasks/work-plan and on progress in delivering on them; actively support others to deliver their tasks when team goals require it; and share your own skills/knowledge to develop others

Building the movement

- Identify and proactively create movement-building opportunities as you design a campaign
- Work with and build the campaigning skills and knowledge of Friends of the Earth local groups and community groups from a diversity of backgrounds to enable them to campaign effectively with us on shared campaign issues and on issues that they are working on that may have the potential to become organisational priorities. This requires excellent relationship,

training and facilitation skills, including collaboration, communications (digital and offline, 1:1 and group), and good knowledge of working with communities

Excellent communications

- Understand the role of communications in campaigning, and the role of audience insight in generating communications plans and impactful communications
- Be able to use on and off-line media for greatest effect, and create proactive news and images for on-line, broadcast and off-line media at national, regional and local level
- Produce impactful content for all of Friends of the Earth's internal and external channels, including for our digital tools and briefings, evidence and reports for a variety of audiences (community groups, funders, politicians, policy communities at local, regional, national or international levels)
- Be able to use, to at least a basic level, our digital tools, including uploading to the web (using Drupal), e-campaigning, digital organising, and using relevant social media channels to create dialogue with supporters, activists and others; and be able to set targets and understand digital metrics to increase the impact of your communications (including search engine optimisation for writing digital copy)
- Write copy for external outlets (e.g. blogs or articles for national, regional and local media)
- Offer impactful written and oral responsive media comment in line with agreed messaging and in collaboration with the News and Content team
- Represent Friends of the Earth in external meetings/ on platforms at public meetings/conferences as appropriate
- Use excellent internal communication skills to ensure that all internal stakeholders understand the campaign strategy (including the support it needs from others and what it will deliver for the organisation), and progress made on delivering the strategy

Flexibility

- Be adaptable to fast changing situations, including: rapidly changing focus of tasks according to team or organisational needs; and rapidly acquiring new skills or knowledge through training and experiences, including sometimes undertaking activities that you have little or no experience of

Development

- Line-manage no more than 2 people - under the guidance of the team leader who will maintain accountability for welfare and performance of all team members - in addition to the main focus of the job of campaigning
- Under the guidance and approval of a Campaign Lead or member of the Senior Leadership Team, lead a major campaign, including proposing the strategy and campaign for approval before proceeding, and consulting with them before making significant decisions

Commitment to diversity and inclusion

- Ensure that your work, and the work of those you task-manage, are 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 under-represented groups

Other essential requirements for the role-holder

- Required to be free to travel at evenings and weekends on a regular basis to attend meetings, including travel abroad and being on call for media round the clock

Role specific responsibilities

- Different roles will have to have or to develop different issue specialities, skills and expertise. These may evolve over time as Friends of the Earth's campaigns needs change.

You will also need to be aware of and follow Friend of the Earth policies and procedures, with particular attention to Risk Management, Equality, Diversity & Inclusion, and our values. You will be required to attend training as necessary and update own CPD record.

Person specification
Essential

- A demonstrable understanding of how change happens politically and socially, and how to design, develop and run campaigns that will make a real difference to people, recognising the importance of these to increase our income and supporter base
- Understanding of how campaigning is changing, including how digital is enabling new and effective campaign approaches
- Competence in using digital tools and confidence in learning new digital approaches and tools; with a good understanding of how digital approaches, tools, systems and data can be best used to improve campaign impact
- Proven excellent communication skills, including researching and writing in a range of formats (e.g. blogs, briefings, evidence) and orally (e.g. broadcast interviews, funders, public meetings, meeting with politicians or businesses)
- Experience of project management in implementing, monitoring and evaluating a campaign within a fast moving environment
- Experience of managing and reporting on projects and budgets
- Excellent interpersonal and people skills, including diplomacy and negotiation skills, with experience of working with a diverse range of people, including with fellow staff, fellow NGOs in coalitions and alliances, and volunteers/activists working at a grassroots level
- Experience of delivering training workshops and facilitating campaign planning meetings both internally and externally, including assessing training needs when necessary
- A proven ability to rapidly develop and apply in-depth expertise on a campaign issue
- Experience of sharing campaign knowledge with activists and peers through training and other approaches, recognising people's different abilities and backgrounds
- Excellent problem solving skills
- A commitment to learning and self-development
- Proven commitment to Friends of the Earth's agenda and values

Desirable

- An understanding of fundraising and experience of developing project plans to raise money
- Experience of leading a campaign team consisting of a diverse set of individuals to achieve campaign impact in a fast moving environment, while addressing conflict and ensuring the whole team is high performing
- An understanding of the regulatory requirements a campaigning charity has to adhere to
- Experience of working with diverse communities of people (socio-economic backgrounds, race, gender, paid / unpaid), including geographically dispersed, in the development and delivery of a project
- Experience of campaigning or volunteering with a voluntary or community group
- Experience of local or national proactive and reactive media work

Date approved	December 2016
Date reviewed	August 2017

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.