

Friends of the Earth – Job Description

Job title	Deputy Head of England
Reporting to	Head of England
Team	England Team
Career stage	C
Contract type	Permanent
Location	Within England
Line management	Up to 6

Purpose of the role

As Deputy Head of the England team you'll be at the heart of helping to shape the people-powered focus of Friends of the Earth's grassroots campaigns. You'll help ensure that our campaigns achieve real impact and that our campaigns broaden and diversify at a grassroots level, building our movement-powered organisation. You will also guide, lead and manage some of the regionally based staff in the England team to deliver their work with impact across priority campaigns and projects.

Key responsibilities and tasks

Provide management within the England Team

- Manage up to 6 regionally based staff across England to a high standard, helping to improve performance, and if found, actively tackling under performance
- Support the Head of England to provide strategic direction to the England team and ensure that the team is aligned with and contributes to organisational strategies
- Oversee the development and delivery of local campaigns in some regions in England
- Provide guidance to the whole team on the best use of campaigning and activism strategies, tools and data to ensure maximum impact
- Encourage innovation in campaigning and activism and encourage a learning culture among staff and volunteers
- Be adaptable to fast changing situations, including: rapidly changing focus of tasks according to team or organisational needs

Working with others

- Have a key role in overseeing work with Friends of the Earth Groups, individual activists and local campaign networks in England
- Work closely with other teams across Friends of the Earth encouraging joint working and collaboration and have key role representing England Team on strategic campaigns in agreement with Head of England
- Ensure that relationships are built and maintained with other key organisations, influencers and media outlets across England

Building the movement

- Support the England team to work with supporters and Friends of the Earth

groups to help them grow in number and diversity across the country

- Help ensure training needs for volunteers and supporters are identified and met
- Ensure that staff across the team are coaching activists and groups to improve their ability to campaign

Excellent communications

- Ability to communicate with a range of audiences both verbally and in writing including supporters, local groups, key decision makers, media outlets and funders
- Ensure communication channels are in place to effectively share local and national campaign activity both inside and outside of the organisation
- Ensure data is collected and recorded effectively and used to inform decisions, monitor performance and increase engagement

Commitment to diversity and inclusion

- Ensure that your work, and the work of the England team, are developed to Friends of the Earth best-practice guidelines on diversity and inclusion to ensure that involvement in campaigns is open to all sections of society, particularly under-represented groups.

Other essential requirements for the role-holder

- Regular travel across England is required including some evening and weekend work

Person specification

Essential

- A clear track record in delivering campaigns, particularly at a grassroots level, which show a clear understanding of how change happens politically and socially, and how to design, develop and run grassroots campaigns that will make a real difference to people.
- Experience in managing a team and campaigns over a geographically diverse area.
- Proven experience in campaign activism to deliver campaigns
- Understanding of a range of organising approaches
- Good knowledge of the English political context
- Proven excellent written communication skills (e.g. concise strategy documents and blogs).
- Experience of project management including monitoring, evaluating and learning processes.
- Experience of managing and reporting on projects and budgets.
- 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 grassroots campaigns.

Desirable

- Experience of campaigning or volunteering with a voluntary or community group.
- Experience of local and national media work (including in print and broadcast)
- Understanding of current environmental issues

Personal Attributes (assessed at interview)

- Understanding of how campaigning is changing, including how digital is enabling new and effective campaign approaches particularly in the context of working with local communities
- An understanding of the regulatory requirements a campaigning charity has to adhere to
- Excellent interpersonal and people skills working with a diverse range of people
- Proven excellent oral communication skills (e.g. broadcast interviews, funders, public meetings, meeting with politicians)
- An understanding of the regulatory requirements a campaigning charity has to adhere to
- An understanding of fundraising and experience of developing project plans to raise money
- Excellent problem-solving skills
- A commitment to learning and self-development

Date approved	December 2019
Date reviewed	December 2019

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.