

## Friends of the Earth – Job Description

<b>Job title</b>	Campaign Organiser
<b>Reporting to</b>	Head of England
<b>Team</b>	England Team
<b>Career stage</b>	Grade D
<b>Location</b>	Central & East of England
<b>Line management</b>	N/A

### Purpose of the role

To act as the lead for Friends of the Earth in the region focused on facilitating activists and groups to campaign impactfully.

### Key responsibilities and tasks

#### **Regional Campaigning Organising**

- Represent Friends of the Earth in the region
- Build new and maintain existing relationships with a diverse range of groups including local Friends of the Earth groups, our affiliates and other community campaign groups
- Act as a facilitator and coach for these groups to supporter greater campaigning
- Support our local group network acting as a first point of contact for groups across the region
- Work with other grassroots organisations to deliver training and coaching to community activists across the region particularly those that relate to national campaigns
- Work with other teams internally to ensure that local campaigns and groups are represented in national campaign development and delivery
- Build and maintain relationships with key influencers within your region including Mayors, key councils and other Politicians
- Support activists in developing and delivery of local campaigns
- Support innovation and new approaches to activism among local groups, including through using a testing approach
- Understand key local and regional issues representing Friends of the Earth in strategically key networks and groups in the region
- Run and manage activist events within your region
- Work collaboratively with a cross-organisational teams
- Ensure effective monitoring and evaluation systems are in place to enable learning from campaigns

#### **Building the movement**

- Support local groups in building local networks to support campaigns
- Along with Grassroots Development Officer identify gaps in local activity within the region
- 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

#### **Excellent communications**

- Write materials where needed to support local and regional activity
- Speak at local groups and activist events as needed
- Act as a spokesperson for Friends of the Earth in your region working with media colleagues to help produce content that secures coverage (such as writing blogs).
- Produce impactful content for all of Friends of the Earth's internal and external channels, including for our digital tools to inspire greater engagement
- Be able to use and support others in using our digital tools
- Ensure data is collected and recorded effectively and used to inform help deepen

engagement

**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.

**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.
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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**

- Experience in giving direct support and coaching to grassroots activists and campaigns groups
- A track record in supporting local and national campaigns
- 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
- Understanding of how campaigning is changing, including how digital is enabling new and effective grassroots campaigning
- Experience of supporting a diverse range of communities, including experience of working in ethnically diverse communities, to bring about change.
- Competence in using digital tools and confidence in learning new digital approaches and tools
- Proven communication skills, including writing in a range of formats (e.g. blogs, guides etc) and orally (e.g. broadcast interviews, public meetings, meeting with politicians or businesses).
- Experience of project management in implementing, monitoring and evaluating work
- Experience of managing and reporting on projects and budgets, ensuring deadlines are met.
- Excellent interpersonal and people skills, including diplomacy and negotiation skills, with experience of working with a diverse range of people, particularly activists
- Experience of delivering training workshops and facilitating campaign planning meetings including assessing activist training needs when necessary
- Ability to understand key issues within the region and understand their relevance locally, regionally and nationally
- Experience of sharing campaign knowledge with activists and peers through training and other approaches, recognising people’s different abilities and backgrounds.
- Experience of recruiting campaigners in local communities and providing training for new and existing groups and their leadership.
- Proven commitment to Friends of the Earth’s agenda and values.

**Desirable**

- 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	November 2018
Date reviewed	June 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.