

Director of Engagement Information Pack

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Introduction from Hugh Knowles and Miriam Turner, Co-Executive Directors

The coronavirus pandemic has devastated lives and, rather than transform society, it has revealed its weaknesses and strengths. When combined with growing protests against oppression of all forms this has resulted in a deserved spotlight on injustice and inequality around the world. We know that without radical change this decade, injustice is only going to be exacerbated by the growing climate and ecological crisis. This means that more than ever social justice is going to be at the heart of our work as we help communities and nations shape how we recover and rebuild.

There is only one path ahead and that is a transformation of our society and regeneration of our natural environment. That must be done with those who are most at risk - either from current and future impacts or from not being able to participate and benefit from the transformation - at the heart of what we do. If we design a transition for the mainstream, we will continue to leave many behind.

Friends of the Earth wants to amplify and widen the reach of our calls for transformation and engage multiple communities in our work. In doing so we have an enormous strength to draw on and build from.

What the pandemic has also shown us is the power communities have to come together and for local people to be at the heart of change. As a grassroots movement in our 50th year, we know from experience this is how meaningful change happens.

In the last few years, we have seen a growing demand for action on the climate and ecological crisis and we now work in partnership with over 300 groups around England, Wales and Northern Ireland. As part of an international federation of grassroots environmental groups we can join that global perspective with our expertise and experience nationally and regionally to leverage change from local to national to global. These stories and experiences provide a rich and diverse mosaic of real-world experiences.

Over the last 50 years, Friends of the Earth has led many powerful and successful campaigns that have resulted in real change, from doorstep recycling in every town, to the phase out of leaded petrol, protection for our best wildlife sites, the world's first climate change act, the end of fracking, the prevention of coal mining and much more besides. We will continue to produce strong and innovative strategies based on a deep intellectual knowledge bank of how to address the challenges face by society.

In our next chapter we need to continue to build our power and put people at the heart of change. We are looking for someone inspiring and empathetic who can lead the Engagement Directorate and tell powerful stories about the work we do and the change that is needed in the world.

If you believe you have the qualities and skills we need to be involved in writing the next chapter of the Friends of the Earth story, we would love to hear from you.

Hugh Knowles and Miriam Turner
Co-Executive Directors, Friends of the Earth



Director of Engagement -Advert
FoE England, Wales and Northern Ireland

London based £69,752 to £74,252 per annum
Regional based £66,595 to £71,095 per annum
Plus benefits with some travel within the UK as required

We are seeking to appoint an experienced Director of Engagement to join our senior leadership team. We are looking for candidates across England, Wales and Northern Ireland. This role will be based in our offices or at home but with some travel within England, Wales and Northern Ireland as required.

As a core member of the senior leadership team, you will play a strategic role in the overall leadership and management of Friends of the Earth. This is a great opportunity to play a major role in shaping the development and future direction of a key environmental justice organisation in a decade when radical action on the climate and ecological crises must happen. You will have the ability to tell an engaging story of climate justice and regenerating nature – highlighting, and building support for, the solutions that work for all not the few. You will be able to put the passion and work of communities at the heart of our story to reach a wider audience, inspire others and change politics.

We are looking for an inspiring storyteller and empathetic leader who will cultivate a culture of learning, creativity and excellence. You will have a strong track record of delivering impactful audience engagement, ideally in a mission-led organisation. You will be an expert in brand positioning, audience engagement, framing issues and building a compelling narrative. You will also have experience of strategic thinking and planning and the ability to build collective commitment to a vision with a solid understanding of the wider external context of campaigning and supporter engagement.

Closing date: 16th August 2021

In return we offer a competitive range of benefits, good work/life balance, excellent learning and development opportunities and a vibrant organisational culture.

We are an equal opportunities employer and are especially keen to encourage applications from people currently under-represented in the environment movement.

Friends of the Earth is an international community dedicated to protecting the natural world and the wellbeing of everyone in it. We lead campaigns, provide resources and information, and drive real solutions to the environmental problems facing us all.

Director of Engagement Job Description

Reporting to	Co – Executive Directors
Direct reports	Digital Production and Delivery Manager, Head of Media and Comms Planning, Head of Brand, Marketing and Audience, and Head of Content and Creative
Grade	A
Location	Flexible - based in our offices or at home but with some travel within England, Wales and Northern Ireland as required.

Friends of the Earth is looking for an inspiring storyteller and empathetic leader who will cultivate a culture of learning, innovation and excellence.

The Director of Engagement reports to the Co-Executive Director and is a member of the Senior Leadership Team. The role is great opportunity to play a major role in shaping the development and future direction of a key environmental justice organisation in a decade when radical action on the climate and ecological crises must happen. We are looking for candidates across England, Wales and Northern Ireland.

Purpose

- Tell an engaging story of climate justice and repairing nature – highlighting, and building support for, the solutions that works for all of us not the few.
- Ensure communities can be the voice of our movement and are heard by a wider audience- putting their passion and work at the heart of our story.
- Support a team of marketing, creative, media, communications and digital experts to excel - balancing high-quality day-to-day communications outputs with a long-term strategic vision.

Key responsibilities

- Tell powerful stories about the full range of Friends of the Earth’s role from highly visible campaigning to supporting communities and activists.
- Articulate a clear and inspiring new justice focused brand and audience strategy, aligned with the new organisational strategy.
- Lead development and delivery of a compelling marketing strategy and communications plan, with ambitious yet achievable targets against awareness, reach, engagement and support.
- Ensure that communities stories and voices are central in our communications and support them to ensure their voices are heard.
- Build relationships with key media outlets and lead proactive, reactive and crisis communications activity.
- Manage the Engagement directorate to ensure high performing teams with excellent levels of well-being and engagement.
- Measure and monitor the effectiveness of the engagement programme, championing a culture of evidence-based decision making in the Directorate.
- Provide sound strategic communications advice to the Co-Executive Directors, SLT and Boards, and ensure the Engagement programme is in line with organisational strategy.

- Work closely with the Director of Fundraising to ensure that mass mobilisation and mass fundraising approaches are aligned, and collectively deliver on organisational impact objectives.
- Work closely with the Director of Campaign Interventions and Director of Communities and Networks to align audience engagement with our campaigning theory of change.
- Support the Co-Executive Directors by personally engaging with significant external stakeholders as required.
- Collectively lead the organisation as a member of the Senior Leadership Team, including on organisation wide initiatives and development of the annual Business Plan
- Ensure all Friends of the Earth communications, content and team members actively support our commitment to overcoming oppression in all its forms.
- To commit to and model Friends of the Earth's values and behaviour framework

You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values

Person Specification

- Empathetic, inspiring and approachable leader with extensive communications and engagement experience.
- Strong track record of delivering impactful audience engagement, ideally in a mission-led organisation.
- Strong understanding of, and track record in, successful people management with a collaborative, enabling and motivational style. Capable of building trust in teams and amongst colleagues.
- Expertise in brand positioning, audience engagement, framing issues and building a compelling narrative.
- Experience of strategic thinking and planning and the ability to build collective commitment to a vision.
- Substantial achievement at senior management level in a related organisation.
- Open and honest communicator capable of building relationships across organisation and externally.
- Solid understanding of the wider external context of campaigning and supporter engagement. Capable of bringing best practice into the organisation.
- Clear commitment to vision and values of Friends of the Earth

Our Values

Ability to demonstrate understanding and apply our values.

Integrity- We demonstrate integrity throughout everything we do, internally and externally.

Impact – We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.

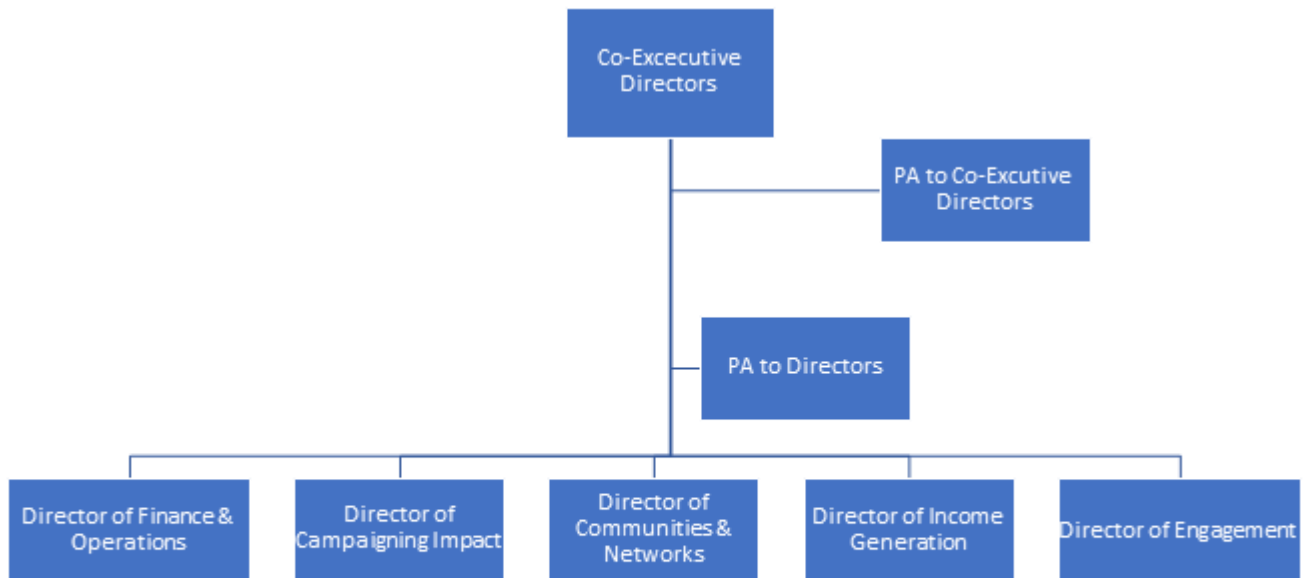
Leadership – We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.

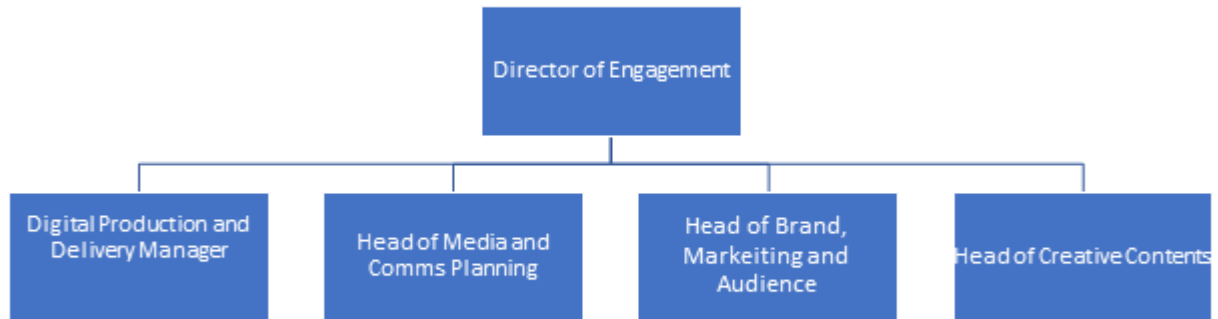
Focus on Friends- To build our influence we put new and existing 'friends' at the heart of our work.

Accountability- We hold ourselves and other to account for our work and how we work.

Learning and Enquiring Mindset- We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

Organisation Chart





How to apply:

- Please forward a CV together with a supporting statement and the Equality and Diversity Monitoring Form to recruitment@foe.co.uk. Supporting statement should be no more than 2 pages of A4 and address the key requirements of the person specification with relevant examples of your experience and why you are interested in the post.
- You should give the names, positions, organisations and telephone contact numbers of two referees, relevant to this role. References will only be taken once your express permission has been granted.
- Finally please ensure that you have included mobile, work and home telephone numbers, as well as any dates when you will not be available.

Key dates:

Closing date: 16th August 2021

Shortlisting date: 24th August 2021

Interview dates

1st Interviews: 9th and 13th September 2021

15th – 22nd September 2021: presentation preparation

2nd Interviews with Presentation: 23rd September – 2nd October 2021. Interviews will be held in London

Equality and Diversity Monitoring Form

We are committed to equality and diversity, and to find out how well we are doing, we need to collect monitoring data. The data we collect in this form helps us to analyse our workforce demographics to ensure we are diverse and an inclusive employer. The information you supply on this form will be kept confidentially within the People Team. Any information shared regarding equality and diversity, will be anonymous and will only provide general statistics and infographics.

Asian or Asian British Bangladeshi <input type="checkbox"/> Indian <input type="checkbox"/> Pakistani <input type="checkbox"/> Any other Asian background <input type="checkbox"/> Please specify below if you wish...	Mixed Black and White Caribbean <input type="checkbox"/> Black and White African <input type="checkbox"/> Asian and White <input type="checkbox"/> Any other mixed background <input type="checkbox"/> Please specify below if you wish...	Chinese or Other ethnic group Chinese <input type="checkbox"/> Any other <input type="checkbox"/> Please specify below if you wish Any other White background Please specify below if you wish Prefer not to say <input type="checkbox"/>
Black or Black British African <input type="checkbox"/> Caribbean <input type="checkbox"/> Any other Black background <input type="checkbox"/> Please specify below if you wish...	White British <input type="checkbox"/> English <input type="checkbox"/> Irish <input type="checkbox"/> Scottish <input type="checkbox"/> Welsh <input type="checkbox"/>	

Gender: Male Female Prefer not to say

Gender Identity (if appropriate) Transgender Intersex Non-Binary Other Please specify if you wish

Religion or belief: Please tick against one of the following

No religion/Atheism <input type="checkbox"/>	Jewish <input type="checkbox"/>
Baha'i <input type="checkbox"/>	Muslim <input type="checkbox"/>
Buddhist <input type="checkbox"/>	Sikh <input type="checkbox"/>
Christian <input type="checkbox"/>	Other <input type="checkbox"/>
Hindu <input type="checkbox"/>	Please specify below if you wish.....
Jain <input type="checkbox"/>	
Prefer not to say <input type="checkbox"/>	

Sexual Orientation: Please tick against one of the following

Bisexual <input type="checkbox"/>	Heterosexual <input type="checkbox"/>
Gay/Lesbian <input type="checkbox"/>	Other <input type="checkbox"/>
Prefer not to say <input type="checkbox"/>	Please specify below if you wish.....

Marital Status: Please tick against one of the following

Married/Civil Partnership	<input type="checkbox"/>	Widowed	<input type="checkbox"/>
Single	<input type="checkbox"/>	Co-habiting	<input type="checkbox"/>
Divorced	<input type="checkbox"/>	Other	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>	Please specify below if you wish.....	<input type="checkbox"/>

