

Friends of the Earth – Job Description

Job title	Senior Campaign Activism Advisor
Reporting to	Head of Campaign Activism
Team	Campaign Activism
Career stage	Band C
Contract	Fixed term- 12 months
Location	Flexible
Line management	Yes, 3 line reports

Purpose of the role

Located in the Campaign Activism 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 be co-leading one of our major campaigns, with a focus on the grassroots strategy. This will include designing our activism for maximum real- world change whilst ensuring that the tactics we use help engage 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 three Campaign Activism Advisors to carry out this work across priority campaigns and projects. The Campaign Activism team is part of the Communities and Networks Department.

Key responsibilities and tasks

Strategic insight

- 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.
- Lead the delivery of the grassroots strategy for one of our major campaigns, informed by regular insight from inside and outside the organisation
- 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.
- When necessary designing and leading a campaign or rapid response where the priority purpose of the activity is movement-building.

Mobilising and organising

- Regular engagement with the grassroots network and partners, maintaining good communication flows and championing activist voices across the organisation.
- Providing training and skills development opportunities for the Friends of the Earth network and local action groups, as well as support for local campaigns and local leadership development.
- Creating and participating in diverse coalitions of people and organisations, and representing Friends of the Earth in meetings and public platforms.
- Identifying and implementing opportunities for recruiting new activists from diverse backgrounds through the campaigns or projects that you are working on.

Management and leadership

- Co-leading one of our major campaigns, working alongside colleagues in Policy, Advocacy & Campaigns and Engagement departments.
- Leading the grassroots working group for one of our major campaigns, including the project management of this area of work

- Lead a small team – including strategic support and line management of 3 staff members – in developing and delivering activism strategies for Friends of the Earth (England, Wales, Northern Ireland)-wide campaigns.
- 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, overseeing, editing and signing-off high-quality content for all of Friends of the Earth's internal and external channels, including our email channel, web, 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 equity, 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 underrepresented groups. We are committed to being an anti-racist organisation and embedding this through all of our work.

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

Essential:

- A firm grasp of what makes a winning campaign strategy, and experience of planning and delivering campaigns with colleagues and activists.
- Significant 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 activist journeys.
- Ability to write and edit compelling copy and content across online channels and offline activist resources.

- Strong communication, facilitation and team work skills.
- Experience of setting up and working with project management and reporting and evaluation techniques.
- A commitment to continuous improvement through testing and using data to increase insight.
- A commitment to diversity, inclusion and anti-racism

Desirable:

- Proficiency in digital communication and campaign tools.
- Experience of campaigning on environmental and social justice issues

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.

Date approved

Date reviewed

Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible.

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.