

Friends of the Earth – Job Description

Job title	Regional Campaigns Organiser
Reporting to	Head of England or Deputy Head of England
Team	England Team
Career stage	Grade D
Contract	Permanent
Location	Region
Line management	N/A

Purpose of the role

To be lead regional organiser of both national and local campaigns, focusing on supporting activists and local groups to campaign with impact and build the power of Friends of the Earth, including contributing grassroots intelligence to national campaigns development.

Key responsibilities and tasks

- 1. Support groups to undertake a wide range of campaigning activity within the region in order to maximise the impact of Friends of the Earth's local groups and networks.**

Key tasks:

- Build and maintain existing relationships with and support for local Friends of the Earth groups in the region, and act as first point of contact for them.
- Support local groups and allies to develop and deliver local and national campaigns, including to build local networks and encourage innovation and new approaches to activism. Foster our work in relation to anti-racism and anti-oppression both within the Network and in our campaigning activities.
- Create campaign resources where needed to support local, regional and national activity
- Work with other teams internally to ensure that local campaigns and groups are represented in national campaign development and delivery.

- 2. Working with the network, represent Friends of the Earth in the region in order to promote the organisation and build its influence at all levels.**

Key tasks:

- Understand key local and regional issues and represent Friends of the Earth in strategically key networks and groups in the region.
- Develop regional strategies in collaboration with the local group network that are reflective of the region's economic, social and environmental drivers.
- Support the network to develop relationships with a diverse range of partners and community campaign groups within the region.
- Support the network to build and maintain relationships with key influencers within the region including Mayors, key councils and other politicians.

- 3. Building the movement.**

Key tasks:

- Support local groups to build local networks to support campaigns, and welcome new groups to the Friends of the Earth network.
- Build the campaigning skills and knowledge of Friends of the Earth local groups and other groups in the region to enable them to campaign effectively and improve their long term group health.
- Alongside colleagues and partners deliver training to the network and other community groups.
- With colleagues, organise online and in person regional events.
- Work with England Team colleagues, other nations teams, campaign activism, youth and families, campaign engagement team and thematic campaign teams encouraging joint working and collaboration to identify and address common themes and challenges as well as collaborate on joint projects.

4. Deliver communication internally and externally to maximise impact

Key tasks:

- Produce impactful content for internal and external channels, including regular regional newsletters and social media to inspire greater engagement and support groups to use them as well.
- Share regional insights and intelligence to colleagues internally.
- Ensure data is collected and recorded effectively in our CRM (Dynamics) and used to inform decisions, monitor performance and increase engagement.
- Understand and use digital tools (e.g. Action Network, Eventbrite, Dot Digital, social media) to support the development of local action groups and help them utilise them.

5. Commit to embedding diversity and inclusion and anti-racism in our work to highlight and develop awareness of environmental and social justice

Key tasks:

- Develop your work, and the work of the England team, 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.
- Work towards increasing diversifying our networks and partnerships and creating safe and accommodating spaces to foster these relationships.
- Be prepared to take action with urgency to be actively anti-racist in all aspects of our work and bringing our groups, colleagues and partners along with us.

6. Other essential requirements for the role holder

- Regular evening work especially online and some travel in your region including at evening and weekends. Occasional travel across England.
- To contribute towards fundraising and reporting on your 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:

- Experience of being an activist or organiser, campaigning or volunteering with a voluntary or community group and ability to understand key campaign issues within the region and their relevance locally, regionally and nationally.
- An understanding of how change happens politically and socially, and how to design, develop and run campaigns that will make a real difference to people.
- Capable of providing direct campaign support (including coaching) to grassroots activists and campaigns groups, including to support them to expand in size, develop their skills and organise in communities, assessing activist training needs and deliver training workshops and events (online and in person)
- Ability to support a diverse range of communities, including building effective coalition partnerships, work in ethnically diverse communities and/or non politicised groups to bring about change.
- Confident using digital tools (e.g. email tools, and a CRM), to learn new digital approaches and new campaign tools and to also support a network to use them to campaign and great communication skills, including writing in a range of formats (e.g. emails, for Eventbrite, Action Network promo, resource materials) and orally (e.g. presenting at in person events, online meetings, media work, meeting with elected decision makers or businesses).
- Effective management reporting, monitoring and evaluation of campaigns, projects and budgets, ensuring deadlines are met.
- Great interpersonal and people skills, including diplomacy and negotiation skills, working with a diverse range of people, particularly activists and able to work in geographically dispersed way in the development and delivery of a project and adaptable to fast changing situations.
- 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.

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 others 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

March 2025

Date reviewed	March 2025
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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.