

March 2025

# Friends of the Earth – Job Description

<b>Job title</b>	Grassroots Development Lead
<b>Reporting to</b>	Head of England/Deputy Head of England
<b>Team</b>	England
<b>Career stage</b>	Grade D
<b>Contract</b>	Permanent
<b>Location</b>	England
<b>Line management</b>	N/A

## Purpose of the role

To support Friends of the Earth's grassroots movement to becoming healthier, more impactful and more able to deliver campaigns in England.

## Key responsibilities and tasks

- 1. Build a healthy, growing network of local action groups and activists to campaign with impact across England.**

### Key tasks:

- Work with Regional Campaign Organisers to identify development needs particularly for existing activists and groups across England.
- Lead on design and delivery of a range of training and development activity that improves the health and impact of Friends of the Earth's local groups and networks.
- Project manage the delivery of high-quality events online and in person across England designed to strengthen local campaign capacity including national promotion and review processes.

- 2. Develop effective and engaging activism journeys across the Network in England, leading work in particular on skill development**

### Key tasks:

- Develop and deliver a range of strategies that grow the capacity of the network both in terms of number of people involved and their confidence, skills and ability to campaign.
- Develop ways for involving people with different skills, interests, abilities and backgrounds in the network and campaigns.
- Input into, and where required, create and produce resources in collaboration with the campaign activism team, campaign thematic teams and other colleagues in England.
- Support alliances and existing networks to build strength in activism and campaigning and to recruit new activists and community volunteers.

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### **3. Deliver impactful communication internally and externally**

#### **Key tasks:**

- Contribute impactful content for internal and external channels, eg newsletters and social media to inspire greater engagement in areas of work led by this role. Support groups to use these communication channels and tools as well.
- 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 (eg Action Network, Eventbrite, Dot Digital, social media) to support the development of local action groups and help them utilise them.

### **4. Create a welcoming and inclusive culture within the local group network in England**

#### **Key tasks**

- Develop your work, and the work of the England team, to Friends of the Earth best-practice guidelines on diversity and inclusion, ensuring that involvement in campaigns is open to all sections of society, particularly under-represented groups, and developing awareness of environmental and social justice with the network in particular.
- Work toward increasing diversity in 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.

### **5. Other essential activities for the role holder**

- Work with England Team colleagues, other nations teams, campaign activism, youth & families, campaign engagement team and thematic campaign teams encouraging joint working and collaboration.
- Undertake regular evening work online and occasional travel across England for in-person events including at evening and weekends.
- Contribute towards fundraising and reporting on your work as appropriate and as required.

**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.
- Capable of providing direct campaign support to grassroots activists and campaigns groups, including to support them to expand in size, develop their skills, organise in their own communities and assess activist training needs

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- Able to create an impactful training curriculum and deliver training workshops and events for the network (online and in person) and show excellent interpersonal, facilitation and coaching skills including diplomacy and negotiation skills, working with a diverse range of people.
- 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.
- Able 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.
- 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,)
- Effective management reporting, monitoring and evaluation of campaigns, projects and budgets, ensuring deadlines are met.
- Able to work in geographically dispersed way in the development and delivery of a project and adaptable to fast changing situations rapidly changing focus of task according to team or organisational needs.
- 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.

#### 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 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.

<b>Date approved</b>	March 2025
<b>Date reviewed</b>	March 2025

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.

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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.