

Friends of the Earth – Job Description

Job title	Digital Campaigns Officer
Reporting to	Digital Activism Manager
Team	Campaign Activism
Career stage	Grade E
Contract	12 months fixed term contract
Location	Flexible
Line management	N/A

Purpose of the role

The Digital Campaigns Officer role aims to increase the effectiveness of Friends of the Earth's online actions to engage new supporters and mobilise activists. You will be responsible for putting together the majority of our online actions around the most important environmental justice issues at local, national and international level.

Located in the Campaign Activism team there is a strong emphasis on delivery, as well as proactive implementation of new ideas, creation of reports, and monitoring effectiveness.

Through testing, reporting and applying best practice, you will be helping create online actions that drive new supporters to Friends of the Earth and - ultimately - help us win our campaigns.

Working closely with the digital, marketing, and campaigns teams, you'll optimize our online actions for campaign success. This means making sure actions are supporter-centric, clearly communicating results, and flexibility in supporting your colleagues and channel owners.

Key responsibilities and tasks

- **Creating petitions and other online actions**, taking them from talking points to fully formed actions.
- **Reporting on online actions** and contributing to analysis across our digital channels through qualitative and quantitative analysis.
- **Providing tactical insight into online action best practice** by keeping up to date with digital activism trends.
- **Setting up split tests on online actions**, reporting on results and using them to improve future actions.
- **Supporting the work of the campaign activism and engagement teams** by helping with supporter emails, social media and online forms when 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:

- Understanding the role of petitions and other online actions in campaigning, recruitment and activism.
- Experience with at least one online action creation tool (e.g. Engaging Networks, BSD, Impact Stack, Action Network, etc.).
- Experience producing reports and presenting data.
- Ability to collaborate and communicate effectively with colleagues.
- Ability to write and edit good copy.

Desirable:

- Experience recruiting new supporters using digital engagement tools/channels
- Experience of working with social media and email
- Experience of working with reporting tools – particularly Google Analytics
- Experience of working with activists
- Experience of using Impact Stack
- Experience of using Paperform
- Experience of making accessible web content
- Experience of setting up split tests
- Knowledge of Drupal, HTML, CSS, Javascript

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.

Date approved

March 2022

Date reviewed

June 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.

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.