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**Campaigns Officer**

**Introduction**

Warwickshire Wildlife Trust (WWT) is embarking on an ambitious new ten-year strategy. By 2030 we will see wildlife recovering, more space for nature and more people on nature’s side. Campaigning for positive change is a key thread across all our strategic aims, and our ambition is to be bolder, more confident, and more impactful. It’s a critical year for wildlife and wild spaces; we’re looking for an experienced and passionate change maker to be part of this journey with us.

**About us**

Established in 1970 we are a grass roots organisation governed by 14 trustees elected from a membership of 28,000 people, 99% of whom live in the county. Our work is supported by 700 active volunteers, helping us manage over 1,000 hectares of natural spaces in Warwickshire, Coventry and Solihull – everyone living or working in Warwickshire lives no more than 6 miles from our 67 nature reserves, which they can access and enjoy.

WWT is also part of the influential The Wildlife Trusts movement covering the whole of the UK with 870,000 members, 32,500 volunteers, 2,500 staff and 600 trustees between us. We’re on a mission to restore a third of the UK’s land and seas for nature by 2030. We all believe everyone, everywhere, should have access to nature and the joy and benefits this brings. Each Wildlife Trust is an independent charity formed by people getting together to make a positive difference for wildlife, climate, and future generations. Together, we care for 2,300 diverse and beautiful nature reserves and work with others to manage land for nature, too.

**About you**

You’re a great communicator and collaborator, with a keen sense of justice for our natural world and a proven ability to change hearts and minds.

You’ll be familiar with influencing policy and decision-makers either in your career so far or as a volunteer, and a strong believer in the power of teamwork. Organised and resourceful, you’re great at managing your time and energy within a fast-paced environment, and you’ve got a good eye for written detail. A skilled active listener, you’re adept at drawing consensus from a range of views.

Your focus will be on planning and delivering simple and effective campaigns that give nature a bold confident voice – to help shape local plans for nature’s recovery, celebrate nature’s role in everyone’s lives and inspire people to take action for wildlife. You will work closely with colleagues across our movement, as well as with partners to share knowledge and best practice around campaign messaging, tools, and tactics. You will also help to create inspiring messaging, actions and resources that resonate locally and galvanise more people to act for nature.

Strong, positive relationships with our #Teamwilder communities, our volunteers and local stakeholders are very important to us; you’ll also make sure everyone can play a part in our campaigns and can help others get involved too.

If you have the passion and expertise to give nature a voice, we would be delighted to receive your application.

**Job Description**

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| **Accountable to:** | Marketing and Communications Manager |
| **Location:** | This role is contracted at Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW but follows all the agile working framework set which guides all roles at the Trust (i.e. a balance of office, site & home working where appropriate to the role). |
| **Salary:** | Grade 2b (£24, 856 - £34,014) dependent on experience |
| **Benefits:** | Employers’ pension contribution up to 6% (with 4.5% from employee)  25 days holiday plus bank holidays  Access to Electric Vehicle salary sacrifice scheme  Employee Assistance Programme  Death in service benefit equivalent to 3x salary  Cycle to work scheme  Techsense scheme |
| **Liaison with:** | Cross-departmental across Warwickshire Wildlife Trust and our movement, #TeamWilder, as well as our volunteers, members, supporters, civil servants, policy makers, politicians, campaigning bodies, local environmental NGOs, WWT Youth Committee |
| **Hours:** | Full time, 35 hours per week |

**Role purpose**

To develop high profile, impactful campaigns that support nature’s recovery and inspire individuals and communities of all kinds to act for nature. The role will support the Trust’s 2030 strategic objectives by developing a bold, confident local voice that raises awareness of the challenges faced by people and wildlife across Warwickshire, Coventry, and Solihull.

**Main Responsibilities**

1. **Campaign development** 
   1. Plan and deliver campaign plans that support our public engagement, policy, and advocacy objectives with colleagues in the marketing and communications team through petitions and consultation responses, target email actions to MPs and other decision-makers.
   2. Create change-making online and offline campaign actions with clear delivery programs, developing campaigning tools and digital packages alongside colleagues at the Wildlife Trust’s central campaign, policy, and IT teams.
   3. Building on our #Teamwilder approach to develop an understanding of the concerns communities have around the state of nature and create campaigns that reflect local voices and issues, including local planning issues.
   4. Work collaboratively with the Wildlife Trust’s central campaigns and policy teams, and campaigns colleagues in local Wildlife Trusts and feed into the production of central materials for advocacy and campaigns - including reports, briefings and opinion pieces.
   5. Develop new and imaginative ways of broadening our audiences to help encourage more people to act for nature
   6. Keep up to date with campaigning techniques and tactics.
   7. Contribute to and support the delivery of the marketing and communications strategy as part of the wider 2030 Trust strategy.
2. **Stakeholder management**
   1. Develop relationships with community groups and other local NGOs and collaborate on campaigning work, scaling up our impact wherever possible
   2. Support effective relationships with civil servants, policy makers, politicians and other decision-makers, stakeholders and campaigning bodies relevant

to WWT’s work.

* 1. Work closely with WWT’s planning officer to understand any objections made by the Trust and, where appropriate, develop local campaigns to oppose developments that are negatively impacting local wildlife and communities
  2. Work with the WWT Youth Committee to develop local campaigns that engage young people in our work and inspire them to become advocates for nature
  3. Work with the marketing and communication team to identify contacts within the media and other stakeholders to create opportunities to promote WWT’s campaigns
  4. Highlight and support relevant upcoming events and training opportunities to help extend campaigning skills and confidence across WWT and within communities

1. **Communications**
   1. Write for a variety of platforms, translating complex conservation policy, scientific evidence and data for a variety of audiences.
   2. Work with the wider marketing and comms team to create social media assets and resources to support campaign messaging
   3. Support colleagues who are representing WWT externally in the media with briefings.
2. **Public events**
   1. Support the Action for Nature team in the delivery of Greener Conversations forums, aimed at understanding how local people want to act for nature.
   2. Develop guidance for running hustings events and work with local community groups to host these across constituencies.
3. **Data insight and analysis**
   1. Use our ThankQ CRM system to understand our supporters’ campaigning motivations and create opportunities for individuals to take further action
   2. Map campaign issues and the progress of live campaign actions, to produce up-to-date advocacy analysis and activity reports, working with the Marketing and Communications team and the membership team, to develop best practice and ways of reporting on advocacy activities.
   3. Embed learning and analysis to evolve campaign actions as part of ongoing performance improvement
   4. Develop and integrate data capture initiatives within the marketing and communications teams that tell us about the qualitative and quantitative impacts of our campaigns
   5. Work with the Membership Development Officer to ensure campaign data is recorded in thankQ accurately and effectively to enable required analysis, tracking, reporting, segmentation and future targeting
4. **Website, email marketing and social media platforms**
   1. Mobilise support for local campaigns
   2. Work with colleagues in the marketing team to create and target advocacy campaign emails
   3. Work with the Marketing and Communications team to create and update campaigns content on the website and blog
5. **General Responsibilities**
   1. Promote the work, mission and vision of the Trust at all times.
   2. Work across teams and contribute to activity plans across the 2030 strategy business plan.
   3. Use every opportunity commensurate with other duties to contribute to the Trust’s membership recruitment, fundraising and engagement of people.
   4. Ensure a high level of customer service in all dealings with the public.
   5. Ensure continuous development of skills and knowledge required for the post, undergoing training and performance review as required by the Trust.
   6. Work within all the policies and procedures of the Trust, ensuring own compliance with the Trust’s health and safety policies and procedures and that of any resources for whom you are responsible.
   7. Work at all times within the Warwickshire Wildlife Trust’s Equal Opportunities Policy and to promote equal opportunities.
   8. Comply with all legal and contractual obligations concerning the responsibilities of your post.
   9. Carry out any other reasonable duties commensurate with the level of responsibility of the post, as requested by the Chief Executive.

**Person Specification**

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| --- | --- | --- |
|  | **Essential** | **Desirable** |
| **Personal Qualities** |  |  |
| Energetic and committed | P |  |
| Flexible | P |  |
| Honest and inclusive | P |  |
| Willing to take ownership of problems and find solutions to them | P |  |
| An excellent team player | P |  |
| **Key competencies** |  |  |
| A great, clear, communicator (oral and written) | P |  |
| Enthusiastic, with a positive energy and approach that will unify and motivate | P |  |
| Patient and thoughtful, used to supporting others to learn and develop skills | P |  |
| **Experience** |  |  |
| Previous experience (in voluntary or paid role/s) of campaign planning and development |  | P |
| Previous experience (in voluntary or paid role/s) of using creative approaches in digital and offline campaigning |  | P |
| Previous experience (in voluntary or paid role/s) of managing or co-ordinating a peer-led network |  | P |
| **Knowledge and skills** |  |  |
| Confident in collating and using information to produce high quality and effective digital campaign experiences | P |  |
| Takes a facilitation approach to working with others and co-designing campaigns |  | P |
| Competent in Excel and able to interrogate, analyse and disseminate accurate data |  | P |

**JD finalised March 2024.**

**GENERAL INFORMATION FOR THE POST**

**Warwickshire Wildlife Trust**

Further information can be found on our web site: [www.warwickshirewildlifetrust.org.uk](http://www.warwickshirewildlifetrust.org.uk)

**Selection and Assessment**

The candidates who appear to best meet the person specification will be invited to attend for interview. We recommend that applicants pay particular attention to demonstrating how they meet the person specification on the application form.

The assessment will consist of an interview designed to give candidates an opportunity to demonstrate their skills and suitability for the post. Details will be sent to short-listed candidates.

**Interviews week commencing Monday 27 May.**

**Appointment**

All our offers of employment are made, subject to some pre-employment checks including: Satisfactory References, checks on eligibility to work in the United Kingdom, checks on relevant certificates. Due to the anticipated level of contact with children or other vulnerable members of society involved with this role, a satisfactory Criminal Records Bureau/Independent Safeguarding Authority check is required.

**Salary**

Your salary will be based on your skills, knowledge and experience. You will be paid monthly in arrears by credit transfer to a bank or building society account.

**Location**

This post will be based at the Trust’s offices at Brandon Marsh Nature Centre, with the option for agile working based on the Trust’s agile working policies. Employees may be required to work at other Trust or non-Trust sites from time to time. The successful candidate will be expected to travel to visit sites within the project area, some of which are in remote locations and many include rough terrain as an integral part of their character. The role will involve some lone working.

**Hours of Work**

Our employees work a 35-hour week (full time). In view of Warwickshire Wildlife Trust’s work, employees can be called upon from time to time to work a reasonable period outside of the set hours. No overtime will be payable.

**Holiday Entitlement**

Our holiday year runs from January to December. Full time employees get 25 days holiday per year plus bank holidays. For permanent members of staff this increases to 27 days after 2 years and 28 days after 5.

**Pension**

You will be automatically enrolled in the Warwickshire Wildlife Trust Stakeholder Pension Scheme if you meet the eligibility criteria, though you may opt out. As an employee you contribute 4.5% of your salary into the scheme and the Trust as your employer contributes an additional 6%.

**Notice**

If you choose to leave the Trust you will be required to give one months’ notice.

**Equal Opportunities**

Warwickshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs.

**CVs**

Please be advised that CV's cannot be accepted on their own and will not be considered if submitted without a completed application form. A completed Warwickshire Wildlife Trust application form only will be accepted.

**Responding to Applications**

Thank you for showing an interest in this job and for taking the time to apply. Unfortunately, due to administration costs, we regret that only short-listed candidates will be contacted. If you have not heard from us within four weeks of the closing date then please assume that your application has been unsuccessful on this occasion.

*The purpose of this information is solely to provide prospective candidates with details relating to the post. It may not be construed as an offer of employment, nor does it form part of the contract of employment or the role profile.*