Job and person specification: Campaigns and Policy Assistant – External Affairs

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| Department: | Campaigns and Policy |
| Location: | CPRE national office, 5-11 Lavington Street, London, SE1 0NZ  (near London Bridge and Southwark tube stations) |
| Salary: | £23,000 per year |
| Reporting to: | Head of External Affairs |
| Responsible for: | Assisting in projects that will protect, enhance and promote the countryside for everybody’s benefit |

Job summary – the big picture

The role is one of three positions that make up CPRE, the countryside charity’s exciting new *Green shoots work scheme,* which is designed to help open up the environment sector to a more diverse group of people. The job is a fixed term one-year contact for people who are at least 18 years’ old. Young people with Black African or Black Caribbean heritage are underrepresented at CPRE and are particularly encouraged to apply.

This job will assist with the work of the External Affairs team, which is responsible for the following:

* **Public affairs** – persuading Ministers, MPs, Peers and civil servants to pass laws and make regulations to benefit the countryside.

eg by meeting civil servants to talk about our views and organising events with government Ministers.

* **Campaigns** - influencing the government’s views and policies on the countryside by working with other organisations and harnessing the power of our members and supporters

eg by co-ordinating joint campaigns with other environmental charities – this might include joint letters to Ministers or statements for newspapers.

* **Media relations** – trying to get CPRE and stories about the countryside noticed and written about in social media, print and online newspapers, magazines TV and radio

eg writing press releases and calling journalists to get them interested in our research and stories.

Key people – who you’ll be working with

* Internal – own team, other teams in the Campaigns and Policy Department and the Brand and Engagement and Content teams in the Engagement and Income Department.
* CPRE’s network – local CPREs in counties around England (such as Essex, Kent and Lancashire etc) and their teams of volunteers eg people who give up their time to campaign on countryside, planning and environmental issues in their own communities.
* External – politicians, journalists and other organisations working on environmental and countryside issues eg recently, we have met with the Housing Minister to talk about the new Planning Bill that was announced in the Queen’s Speech.

Important areas of responsibility – what you’ll be doing day-to-day

* Assist with the running of events, meetings and seminars eg online panel discussions with Ministers.
* Ensure we’re maximising the potential to promote our events across social media platforms eg Twitter, Facebook and Instagram.
* Make arrangements for discussions aimed at making our work appeal to a younger and more diverse audience eg on new areas of work including how we can create a ‘countryside for all’ where people who don’t currently spend time in the countryside are happy and able to do so.
* Work with the Brand and Engagement team to ensure CPRE is active and effective across all social media channels eg make social media posts appeal to young people.
* Assist with putting together information and statistics on a range of countryside issues eg finding out how many affordable homes were built last year in England.
* Other duties including answering the phone to supporters and signing in visitors to the office.
* Help your team mates out with urgent bits of work as and when needed.

And in all you do, we ask that you model CPRE’s values and behaviours, which are *OPEN* (eg be friendly and approachable and open minded), *TRUSTE*D (eg doing what you have said you will so), *CONNECTED* (eg be a good listener and share your skills and knowledge with others) and *INSPIRATIONAL* (eg challenge the status quo).

Selection criteria – what you need to do the job

1. A bit of knowledge, or an interest in, something like one or two of the following: plants and trees; hills, fields, woods, local parks and green spaces; rivers, canals and waterways; hill-climbing and exploring; geography; ecology, farming and growing things; public transport and building new homes. Or our mental well-being, stress and the benefits of access to the countryside and green spaces.
2. A basic understanding, or a little knowledge, of one or two environmental or climate change issues such as recycling, pollution, protecting the oceans, rain forests or endangered species.
3. An interest in what’s happening in the world at large or your own community or school or college, or in helping make society better by being involved in campaigns or causes.
4. Being able to write basic emails and use Microsoft Word or Google docs.
5. Ability to work well as part of a team.
6. GCSE maths because you need to use numbers, and GCSE English because you need to write clear, grammatical sentences – or be able to demonstrate you can do this.
7. Being able to plan, prioritise and organise tasks, and hit deadlines.

How you’ll be supported – by CPRE and others

* Your line manager will meet you regularly to ensure you have the support you need day-to-day and more broadly throughout the year. They will set clear tasks and provide you with the information and support you need to complete them.
* Your line manager will take responsibility for your development through learning, networking, appraisal and other opportunities for growth.
* An external mentor will also meet with you regularly to hear about how everything is going, talk through and issues and give you any support you might need.
* You will also meet regularly with the other two green shooters and share your experiences and support one another during the year.

CPRE staff benefits – the perks of the job

Other than getting to work in one of the environment sector’s leading charities, you’ll also benefit from the following:

* Pension – CPRE offers a group personal pension policy with Aviva. CPRE will contribute to this policy monthly at a rate of 7% of gross (ie before tax) current salary. The minimum staff contribution is 1% (also from gross salary), and staff can increase this percentage at any time.
* Life assurance – CPRE has an employee life assurance policy, which covers all staff during their employment with CPRE. This means that if you pass away while working for CPRE, a loved one will receive four times your annual salary.
* Employee support – CPRE subscribes to an employee assistance programme, BUPA Wellness. Staff can access a free 24 hour confidential telephone counselling and advisory service. The service also provides some confidential face-to-face counselling.
* Flexible working – CPRE has a flexible-working policy with a number of staff working flexibly. Where flexible working requests are agreed by line managers, staff are able to alter their working hours or work from home on agreed days. We also have flexible start and finish times, subject to working core hours.
* Holidays – CPRE offers 25 days per calendar year. Paid leave will also be given for public holidays and three ‘privilege’ days, normally taken between Christmas and the New Year.
* Season ticket/bike loan – a season ticket loan is available to staff members on successful completion of the probationary period. For those who prefer to cycle in to work, we offer a loan on the same basis as the season ticket loan.
* Free tea and coffee – free tea and coffee is provided in the office.

*CPRE places high value on equality. We treat everyone with respect and consideration because we know it’s the right thing to do. We also know that diverse teams make much better decisions, are more creative and more stimulating to work in. So, if you join us, you will be able to help us put equality, the environment and diversity at the centre of everything we do.*

*We hope you like the sound of the job and will take the time to apply!*