



The
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charity

Public Affairs Manager Candidate Information Pack

Position: Public Affairs Manager

Closing date: Midday on Thursday 25 November 2021

Interview date: Tuesday 7 and Wednesday 8 December 2021

This candidate information pack includes:

- Background information about CPRE, the countryside charity and the vacancy
- Outline terms and conditions of employment
- Job and person specification (separate document)
- Application form (separate document)

After reviewing this information, if you have any questions about the role or would like to discuss it further, please contact:

Name: Sarah McMonagle, Head of External Affairs

Email: sarahmc@cpre.org.uk

Direct line: 020 7981 2822

If you'd like to apply for this post, please return your completed application form to jobs@cpre.org.uk. Please note that CVs will not be accepted. If you're, shortlisted then we're likely to contact you by telephone no later than Friday 3 December.

Regretfully, we'll be unable to contact candidates who haven't been shortlisted for interview. If you don't hear from us within two weeks of the closing date, please assume that your application has been unsuccessful. If that's the case, then we appreciate the effort you've made applying for this role.

Thank you for your interest in working for CPRE, the countryside charity.

Jenny Bulman
Operational Effectiveness Manager



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About CPRE, the countryside charity

CPRE is the countryside charity that campaigns to promote, enhance and protect the countryside for everyone's benefit, wherever they live.

With a local CPRE in every county, we work with communities, businesses and government to find positive and lasting ways to help the countryside thrive - today and for generations to come.

What we do

We connect people with the countryside so that everyone can benefit from and value it.

We promote rural life to ensure the countryside and its communities can thrive.

We empower communities to improve and protect their local environment.

Through all our work we look at the role of our countryside in tackling the **climate emergency**, including seeking ways to increase resilience and reduce impact.

Our vision (what we want to achieve):

A beautiful and thriving countryside that enriches all our lives.

Our mission (what we need to do to achieve our vision):

To promote, enhance and protect a thriving countryside for everyone's benefit.

Our values:

Open:	We are inclusive and respectful of everybody, no matter who they are or where they live. Our countryside is for everyone and so are we.
Trusted:	We use evidence, knowledge and experience to influence positive change. Others believe what we say because they know we can back it up.
Connected:	We value lasting and effective relationships. We invite and encourage collaboration to find what is best for the countryside we love.
Inspirational:	We bring ambition and determination to everything we do. We channel our passion to motivate others and encourage them to act.



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About the role

As part of a fast-paced, supportive team with a passion for change, you will help raise the profile, increase the influence and improve the reputation of CPRE, the countryside charity. You will help us achieve our campaign objectives through targeted and well executed public affairs plans, including ambitious contact programmes and regular virtual and in-person events. Drawing on expert policy analysis and recommendations to the government, you will convince policy makers to legislate and regulate in a way that protects and enhances our countryside now and for generations to come.

As we near the end of year two of CPRE's [latest strategy](#), CPRE's campaigns are going from strength to strength, with the recent launch of our hedgerow campaign, which is calling for 40% more hedgerows by 2050 as a key natural solution to climate change. Our other major campaign is on planning and excitingly, CPRE is leading a coalition of almost 40 organisations who have come together in response to the government's controversial Planning White Paper, which was published in August 2020. Next year is a critical year for the campaign as we await the publication of the Planning Bill and a consultation on changes to the National Planning Policy Framework (NPPF). CPRE has recently been recognised for the planning campaign as part of PRCA's Public Affairs Awards. We have an exciting few years ahead in the external affairs team and the wider charity as we work to embed more diverse, inclusive and progressive ways of working into our impactful campaigning.

The public affairs team consists of the Public Affairs Manager and one Public Affairs Officer, who the successful candidate would manage. This team sits within the wider External Affairs team, which includes the Head of External Affairs, the Campaigns team (Campaigns Manager and two Campaigns Officers), and the Media team (Media Manager and Media Officer). The External Affairs team sits within the Campaigns and Policy Department, which is well resourced with expert policy colleagues.

The Public Affairs Manager will:

- Be responsible for ensuring CPRE runs impactful and well-executed public affairs plans, which ultimately lead to regulatory and legislative change.
- Work with our policy colleagues to develop clear recommendations to the government in line with the government's own ambitions.
- Oversee an ambitious contact programme with key Ministers, MPs, Peers and civil servants to ensure we have maximum impact among policy makers.
- Lead an active events programme with high profile speakers that complements our priority campaigns.
- Join a supportive, tenacious and creative team that values diversity and a commitment to social justice as part of our work.

Key areas the Public Affairs Manager will lobby on include:

- Hedgerows – calling on the government to expand and restore our hedgerow network to reduce carbon, boost nature and strengthen the economy.
- Planning – influence the shape of the government's forthcoming Planning Bill and NPPF, ensuring that they deliver more affordable homes in rural communities, secure community voice in planning and protect local green spaces.
- A countryside for all – breaking down barriers to accessing the countryside for marginalised groups.



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Additional useful information

Our vision: www.cpre.org.uk/about-us/who-we-are/our-vision/

Explore a summary of our strategy: www.cpre.org.uk/resources/our-strategic-plan/

Our network of local groups: www.cpre.org.uk/about-us/who-we-are/local-and-regional-groups/

What we achieved last year: <https://www.cpre.org.uk/news/2020-cpres-impact/>

Annual review 2020-2021: <https://www.cpre.org.uk/wp-content/uploads/2021/06/CPRE-Annual-Review-2020-21-web.pdf>

The areas that we're working on: www.cpre.org.uk/what-we-care-about/

What we say and do: www.cpre.org.uk/about-us/what-we-say-and-do/

Our history and achievements: <https://www.cpre.org.uk/about-us/who-we-are/our-achievements-and-history/>

Working for CPRE

Salary	<p>The starting salary will be circa £40,000. Please note that our salaries are externally benchmarked, although we do take into account the level of skills, experience and ability the successful candidate brings.</p> <p>The pay structure is reviewed regularly to ensure that it remains market competitive.</p>
Hours of work	35 hours per week. Normal office hours are 9am to 5pm with one hour (unpaid) for lunch every day. Around the core hours of 10am to 4.30pm staff can flex their start and finish times. Occasional evening and weekend work is required, time off in lieu is provided and, dependent on role, there may be travel around England.
Place of work	Normal place of work is CPRE's National Office, 5-11 Lavington Street, SE1 0NZ but, as a result of the pandemic, most office-based staff members are now working part of the time in the office and part of the time at home. The office location will change early in 2022, although it will remain in central London.
Working culture	<p>CPRE has an inclusive and friendly working culture.</p> <p>We involve staff in setting the operational plan and have a weekly all-staff meeting where information is shared. Staff are set annual objectives and have a performance review each year with joint feedback with their manager on their achievements and performance in the role.</p>
Holidays	25 days per calendar year, increasing by one day per full year of service up to a maximum of 30 days. Paid leave is also given for public holidays and three 'privilege' days, which are normally taken between Christmas and New Year.
Probation	The post will be subject to a six month probationary period. Probationary periods may be extended if further time is required.
Pension	CPRE offers a group personal pension policy with Aviva. CPRE will contribute to this policy monthly at a rate of seven per cent of current salary. CPRE will start making contributions from the beginning of the third month immediately following the start date. Staff members make a personal monthly contribution of a minimum of one per cent of salary. This percentage contribution may increase in the future.
Life assurance	CPRE has an employee life assurance policy, which covers all staff during their employment with CPRE. The policy covers four times annual salary in the event of death in service.
Employee assistance	CPRE subscribes to an employee assistance programme. Staff can access a free 24 hour confidential telephone counselling and advisory service. The service also provides confidential face-to-face counselling.



Notice

During the probationary period, one months' notice of termination of employment is required from employer or employee. After satisfactory completion of your probationary period, eight weeks' notice of termination of employment is required from employer or employee.

Flexible working

We have 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.

October 2021