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## Job and person specification: Campaigns Officer

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Department: Campaigns and Policy

Location: National CPRE, 15-21 Provost Street, London, N1 7NH (2-3 days in the office)

Reporting to: Campaigns Manager

Responsible for: N/A

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### Job summary – the big picture

As part of a fast-paced, supportive and driven team with a passion for change, you will work alongside your colleagues to develop and coordinate effective public mobilisation campaigns. You will also support and develop the campaigning expertise of CPRE's policy colleagues, the CPRE network of local groups and CPRE's supporters to maximise the impact of the charity's campaigning.

### Key people – who you will be working with

- Internally – colleagues across departments and within own team (External Affairs which includes media and parliamentary engagement).
- [CPRE network](#) – local CPRE groups and volunteers.
- External – partner organisations through coalition engagement, campaign beneficiaries and advocates, medium-level political stakeholders, some donors with support from colleagues.

### Key areas of responsibility – what you will be doing day-to-day

The new Campaigns Officer will likely begin assisting and supporting on key elements of campaigns but there is scope to grow and develop in this role over time with a view to leading major aspects or even whole campaigns that are smaller and reactive at the top end of the role.

- Support the development and delivery of campaigning activities, strategies and programmes of work that deliver CPRE's aims and objectives. This will include campaigning for the government to expand and restore the hedgerows network to mitigate climate change and for greater access to the countryside for all.
- Produce campaigning materials such as briefings, blogs, video copy and emails that help to increase engagement and help develop fundraising appeals linked to campaigning objectives.
- Assist with public affairs activities including MP contact programmes, briefings, letters and events.



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- Assist in developing new ideas and fresh approaches, including researching policy and following the external context relating to countryside issues.
- Work actively across the environmental, climate and countryside sector, and help to form wider partnerships with diverse groups across the campaigning landscape.
- Support the project management of several campaigns, coordinating the work of colleagues around key moments/events/campaign actions.
- Monitor and assist in the evaluation of campaign outcomes and relevant key performance indicators.
- Oversee the use of internal campaigns management tools.
- Oversee the development of campaign messaging using framing and values-based messaging.
- Coordinate responses to enquiries regarding our campaigns, including from the public.
- Contribute towards the development of a dynamic, bold and fun ethos in the Campaigns team.
- Role model CPRE's values and behaviours including a commitment to diversity and inclusion.
- Proactive responsibility for own development through learning, networking, self-appraisal and other opportunities for growth.
- Support colleagues in the department in other departments as directed.

## Selection criteria – what you need to do the job

- Passion for protecting, promoting and enhancing the countryside.
- Some public campaigning or advocacy experience, including working for charities.
- Knowledge of campaigning tools and techniques, including digital platforms such as Engaging Networks used for petitions and other digital actions.
- Good written and oral communication skills.
- Good interpersonal skills with the ability to influence others at all levels both internally and externally.
- Good project coordination skills with the ability to show initiative and manage your own time effectively.
- A desire to self-educate, reflect and learn from experience to improve your skills as a campaigner.
- Ability to adapt and respond quickly to external factors (such as relevant government announcements).
- Ability and commitment to encouraging equality, diversity and inclusion of different styles, ideas and perspectives.
- Ability to be an active contributor and collaborator, sharing knowledge, ideas and expertise.
- Ability to work as part of a tight-knit mutually supportive team including the willingness to undertake occasional evening and/or weekend work, which will require some flexibility in working hours from time to time.

Don't worry if you are weaker on some of these areas than others. There is no perfect candidate and we warmly welcome applications from all backgrounds. If you have passion, determination and the ability to pick up new skills quickly we want to hear from you!