



The
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Job and person specification: Rural Policy & Campaigns Officer

Department: Campaigns & Policy

Location: National CPRE, London N1 / home-based

Reporting to: Head of Policy & Planning

Responsible for: n/a

Job summary – the big picture

To develop and deliver CPRE's policy analysis on rural policy (primarily transport and housing) in pursuit of CPRE's [strategic aims and objectives](#).

Scope

- Makes operational decisions on the day to day project management and delivery of policy outputs
- Some autonomy to develop project management plans and influencing strategies; will consult with Head of Policy & Planning on significant or medium risk decisions
- Some authority to develop campaign and policy briefings for public, supporter and specialist audiences with normal sign off by Head of Policy & Planning
- Represents CPRE in political and public fora up to medium level; will refer high level requests to Head of Policy & Planning
- Makes some recommendations on influencing strategies to key internal stakeholders including the CPRE network of local groups

Key people – who you will be working with

- Internally - own team, External Affairs, across departments
- Externally - represents CPRE to political, donor, media and partner audiences up to medium level
- Networks - specialists/experts, academics, thought leaders, network team and CPRE county groups

Main areas of responsibility - the day-to-day work

- Supports the development and delivery of policy outputs on rural policy issues in line with CPRE's strategy and the Policy & Planning operational plan
- Develop and, where appropriate, lead programmes and projects on rural policy issues
- To research and write technical reports to influence specialist audiences and opinion formers
- Build and maintain a network of appropriate and relevant external and internal contacts
- To provide policy and campaigns support and advice to CPRE's network on rural policy issues



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- To ensure fulfilment of strategic objectives and values, ensuring efficient use of resources, and providing good communication and project management
- Role model CPRE's values and behaviours
- Proactive responsibility for own development through learning, networking, self-appraisal and other opportunities for growth
- Support Team colleagues and other teams on any other relevant issue as so requested

Selection criteria – what you need to do the job

There are three key requirements for this post:

- (i) Expertise – a credible understanding of rural policy issues, particularly rural transport
- (ii) Collaboration – a proactive approach to building relationships both within and outside CPRE
- (iii) Inspiration – a strong identification with CPRE's strategic aims and objectives and a clear desire to help achieve them.

We have three critical criteria which define how we see this post. All three are interlinked.

1. The ability to apply knowledge of rural policy and social issues, including an understanding of diversity and social justice, to support campaigns and/or influence public policy decisions.
2. The ability to build new and existing relationships with a diverse range of colleagues and stakeholders, and communicate effectively with careful attention to detail.
3. The ability to devise and take forward campaigning and policy initiatives to support CPRE's strategic aims and objectives.

Qualifications:

4. Some policy knowledge and experience, including working for or with charities, on one or more of: rural transport; rural housing; and addressing climate change
5. A qualification in a subject relevant to rural policy or public transport

Skills and experience:

6. Ability to analyse relevant issues and take sound decisions based on available evidence
7. Ability to network, negotiate with and influence relevant specialist and political audiences
8. Ability to communicate effectively, orally and in writing, for both expert and non-expert audiences
9. Ability to understand, create, and manage high quality data relevant to CPRE work on rural policy
10. Ability to initiate and manage relevant projects with clear focus and outcomes.

Occasional evening and/or weekend work will require some flexibility in working hours from time to time.

All staff are expected to be self-sufficient in administration and fully able to work with relevant IT including Microsoft Office 365, Internet search engines, and customer relationship management (CRM) systems.