



## Job and person specification: External Affairs Assistant

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Department: Campaigns and Policy

Location: CPRE national office, N1

Reporting to: Public Affairs Lead

Responsible for: n/a

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### Job summary – the big picture

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.  
e.g. by contacting parliamentarians to secure meetings 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  
e.g. 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  
e.g. 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
- CPRE’s network – local CPREs in counties around England and their teams of volunteers
- External – politicians, journalists and other organisations working on environmental and countryside issues

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

- Assist with the running of events, meetings and seminars e.g. online panel discussions with Ministers.
- Ensure we’re maximising the potential to promote our events across social media platforms e.g. Twitter, Facebook and Instagram.



The  
countryside  
charity

- Work with the Brand and Engagement team to ensure CPRE is active and effective across all social media channels e.g. make social media posts appeal to young people.
- Assist with running internal meetings and managing the campaign inbox
- 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* (e.g. be friendly and approachable and open minded), *TRUSTED* (e.g. doing what you have said you will so), *CONNECTED* (e.g. be a good listener and share your skills and knowledge with others) and *INSPIRATIONAL* (e.g. challenge the status quo).

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

1. Knowledge, or an interest in politics, campaigns, media relations, or events management
2. A basic understanding, or a little knowledge, of environmental or climate change issues
3. Ability to work well as part of a team
4. Being able to plan, prioritise and organise tasks, and hit deadlines
5. Familiarity with Microsoft Office products including Outlook, Teams and SharePoint