Job and person specification: Policy & Advocacy Officer

Department	Policy & Advocacy
Location	National CPRE, London, SE1 and home-based
Reporting to:	Head of Campaigns: Landscapes & Land Use
Responsible for:	N/A

Job Summary – the big picture

To deliver policy analysis on land use, nature, climate, an agriculture to inform and drive advocacy plans and directly seek to influence officials and others at a national level and support CPRE's network to influence locally and regionally.

In this role you will build relationships with government officials and across the sector to position CPRE as a trusted expert and partner in your topic areas. You'll monitor and analyse the external environment to support national and network colleagues to stay informed of the latest evidence, campaigns, and policy and practice changes affecting CPRE within your remit. And you'll use this insight to develop advocacy plans to influence stakeholders and drive towards achieving CPRE's goals. The role requires someone with brilliant communication skills, a passion for our work, and who is as comfortable telling an official the story of a great local case study as they are writing a detailed policy submission.

Scope

- Makes and implement functional, low-risk decisions for specified work and contributes to
- recommendations
- Influence team and local groups at a medium level
- Provide advice and build expertise and knowledge in your remit
- Some autonomy to develop plans; will consult with senior colleagues on strategic or medium and
- high-risk decisions
- Supports senior colleagues to achieve and exceed goals.
- Represents CPRE with the media

Key people – who you will be working with

- Internally – colleagues across other departments and within own team
- Externally – represents CPRE to range of peers and stakeholders including the media
- Network – regular contact with local CPRE groups

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

- To actively build strong working relationships in Whitehall and Westminster and grow and maintain your network of peers in the sector to share intelligence and plans.
- To be alert to and monitor the changing political, policy and evidence context in your areas to identify emerging threats and anticipate and spot opportunities for our advocacy.
- To combine national insight with local experience and examples from the CPRE network to
- proactively develop CPRE policy positions to ensure we stay relevant for our stakeholders' needs.
- To research and analyse policy issues across a range of land use areas including nature, climate, and agriculture to develop evidence-based policy positions, insights and recommendations.
- To draft, develop and deliver targeted advocacy plans and network support materials within your policy areas, ensuring your work is guided by strategic milestones that clearly contribute to organisational goals and reflect network activity, providing guidance to CPRE's local network on the topical issues.
- To proactively communicate new evidence and insights that you gain and generate in targeted and tailored ways to officials, MPs and partners to maximise potential impact and also keep internal colleagues informed.
- To write concise, strategically aligned external briefing papers, consultation responses, and other outputs for a range of stakeholders including government officials and MPs, and present these in a range of formats for print and presentations.
- To utilise GIS to help communicate and summarise our responses visually.
- To work closely with the communications team ongoing to forward-plan and gain advice for how to frame and communicate your work and to contribute content for a range of purposes such as blogs, opinion pieces, and social media content.
- To proactively engage with network partners in the development of policy and advocacy work and potential future work and support the network with queries including leading or participating in regular discussion and support forums.
- To project manage policy and advocacy projects such as the refresh of annual data sets and analysis of government statistics.
- To represent the organisation in meetings, forums, and working groups and seek to build alliances with a range of organisations to push for policy change.
- To deliver administrative tasks essential to the role, for example updating stakeholder database, organising meetings and note taking, and organising relevant events.

Selection criteria – what you need to do the job

Qualifications
A degree in a relevant subject such as Environmental Policy, Ecology, Politics, Geography, Land Management, or similar field, or equivalent experience

Knowledge and experience

- Strong understanding and working knowledge of the policy context in at least two relevant policy areas of land-use, landscapes, nature, climate, and agriculture

- Strong understanding of policy making processes
- Knowledge of the charity sector or relevant industry context
- Understanding of brand for policy communications
- Experience in delivering and using policy analysis in land use, nature, climate or agriculture to inform advocacy
- Experience in delivering advocacy/lobbying activities, ideally in an environmental /land-use
- Sector
- Strong visual communication skills such as GIS or Adobe suite.
- Excellent written and verbal communication skills, with the ability to write persuasive,
- concise content for a range of audiences and purposes
- Excellent ability to translate complex or technical information concisely to be understood
- by a range of audiences
- Numerate with ability to analyse data sets to draw policy relevant inference
- Ability to take initiative, and be solutions focussed
- Ability to work under pressure to tight deadlines
- Good ability to strategically prioritise work
- 2-5 years working in a related role

Interpersonal skills

- Proven experience in building professional relationships in a policy/advocacy context
- Strong networking skills and ability to build rapport with a diverse range of people quickly

CPRE values - open, connected, trusted, inspirational