

Communications Officer

Job Description and Person Specification



<u>Job Title:</u>	Head of Policy & Campaigns
<u>Grade and Salary:</u>	£38,000-£42,000 p.a.
<u>Reporting To:</u>	Director
<u>Location:</u>	Brighton
<u>Contract:</u>	12 months (with possibility of renewal subject to funding)
<u>Hours:</u>	Full Time (35 hours per week, but applications from individuals seeking part time, job share or flexible working arrangements are welcome)
<u>Travel Requirements:</u>	The post could involve international, European and national travel.
<u>Closing date & Interviews:</u>	The closing date for applications is 10am on Monday 20th February , Interviews will be held on 2nd and 3rd March .

PAN UK is the only charity in Britain dedicated solely to raising awareness of the problems with pesticides and working for better solutions. It is an independent, non-profit organisation, which works nationally and internationally to eliminate the use of hazardous pesticides, to reduce dependence on pesticides and to increase the adoption of sustainable alternatives to chemical pest control in agriculture, urban areas, public health and homes and gardens.

For the past thirty years, PAN UK has worked with groups and individuals concerned with health, environment and development, to promote healthy food and a sustainable agricultural system which will provide food and meet public health needs without dependence on toxic chemicals and without harming food producers, agricultural workers, or the environment

Our work includes campaigning for change in policy and practices at home and overseas; co-ordinating projects in the developing world which help smallholder farming communities escape ill-health and poverty caused by pesticides; and contributing our wealth of scientific and technical expertise to the work of other organisations who share our aims.

PAN UK operates as part of a global network with partner organisations based in North America, Europe, Africa, Asia and Pacific and Latin America. In addition to the network partners, PAN UK works closely with a wide range of like-minded organisations based in the UK and Internationally.

Duties and Responsibilities

We are looking for an outstanding, dynamic and passionate person to lead PAN UK's advocacy work. As Head of Policy and Campaigns you will be responsible for planning, implementing and monitoring PAN UK's campaigning, communications and policy work and, as a member of the Senior Management Team, contribute to the overall management of the organisation.

You will be responsible for line managing policy and communications staff; managing and planning projects and budgets; advising on strategy development; engaging at high level with politicians, senior officials, civil society, private sector leaders and media organisations, and securing funds from major donors.

Specific responsibilities

1. Policy

- To manage PAN UK's policy development, ensuring that clear positions are reached on contemporary issues – including the implications of the UK's decision to leave the EU – and ensuring that all appropriate stakeholders are consulted.
- Work with PAN UK expert staff to identify key policy and advocacy opportunities and co-ordinate activities to take advantage of these
- Prepare documents on key policy issues – e.g. for PAN UK's website, for blog posts, and for briefings for decision-makers

2. Advocacy and political relations

- To manage, in conjunction with the Director, PAN UK's external political relations, including our presence in Parliament, with devolved Assemblies and with political parties.
- To manage relations with Ministers and Government departments in the UK, as appropriate, including responding to consultations and lobbying for policy change.
- To manage relations with major retailers, brands and other private sector actors to influence their approach to pesticides in their supply chains

3. Campaigning

- To lead the strategic planning, management and execution of PAN UK's campaigns
- To oversee and activate the organisation's campaigns supporters, and expand PAN UK's supporter base
- To set up appropriate monitoring and evaluation systems for our campaigns

4. Communications

- To work with the Director and Communications Officer to co-ordinate PAN UK's external messaging to ensure consistency in our communications and maximise reach and impact

5. Fundraising

- To apply for institutional funding for PAN UK's campaigns work and support organisational funding strategy
- To develop new relationships with trusts and foundations, with a view to increasing financial support from that quarter
- To manage relationships with institutional and private funders, including ensuring that reporting requirements are always met

6. Management

- To manage the staff of the policy and communications team, supervise their work and assist with prioritisation
- To ensure the effective running of the policy and campaigns and communications teams
- To run regular appraisals for campaigns staff and be responsible for their professional development
- To develop an annual strategic work plan and budget for Policy and campaigns and communications activities
- To contribute to the development and delivery of PAN UK's strategic plan, in conjunction with other members of the Senior Management Team
- To contribute to the effective and smooth running of the organisation through the Senior Management Team
- To report on a regular basis on the implementation of the work plan to the Director, and on a quarterly basis to PAN UK's Board of Trustees
- To act as Deputy Director as deemed necessary
- Other duties as may reasonably be requested by the Director and commensurate with the post

Person Specification

The ideal candidate will have solid demonstrable experience of campaigning and successfully influencing change along with a proven track record of designing and implementing of effective campaigns. You will have strong background in policy analysis and developing policy agendas to support campaigns and advocacy. You will have a thorough understanding of how advocacy and lobbying, public campaigning and media can combine to deliver policy change. You will possess outstanding strategic thinking, demonstrable planning, and compelling communication skills. You will also have experience in managing the performance of people and balancing budgets.

Skills, knowledge and abilities

Essential	Desirable
<ul style="list-style-type: none">• At least seven years' campaigning and advocacy experience, including experience of designing, developing and implementing campaigns	<ul style="list-style-type: none">• Experience of campaigning through digital channels.
<ul style="list-style-type: none">• At least 5 years' experience of managing projects and budgets at a senior level	<ul style="list-style-type: none">• Knowledge of the political processes and workings of local government
<ul style="list-style-type: none">• At least 5 years' experience of stakeholder engagement and public affairs	<ul style="list-style-type: none">• Experience of working with local and national media

<ul style="list-style-type: none"> • An understanding of the strategic context, political institutions, and processes of the government relating to the environment and/or food and farming 	<ul style="list-style-type: none"> • Experience of producing publications, from leaflets to campaigning publicity materials and major research publications
<ul style="list-style-type: none"> • At least two years' experience of managing staff 	
<ul style="list-style-type: none"> • Experience of strategy development and delivery, campaign and project planning and management 	
<ul style="list-style-type: none"> • Demonstrable experience of preparing successful funding applications and building relationships with a range of funders (trusts and foundations, and other institutional donors) 	
<ul style="list-style-type: none"> • Experience of parliamentary lobbying, and knowledge of the UK political system 	
<ul style="list-style-type: none"> • Able to show a flexibility of approach and work effectively within a team 	
<ul style="list-style-type: none"> • Ability to develop and maintain good working relations, both within an organisation and with stakeholders 	