

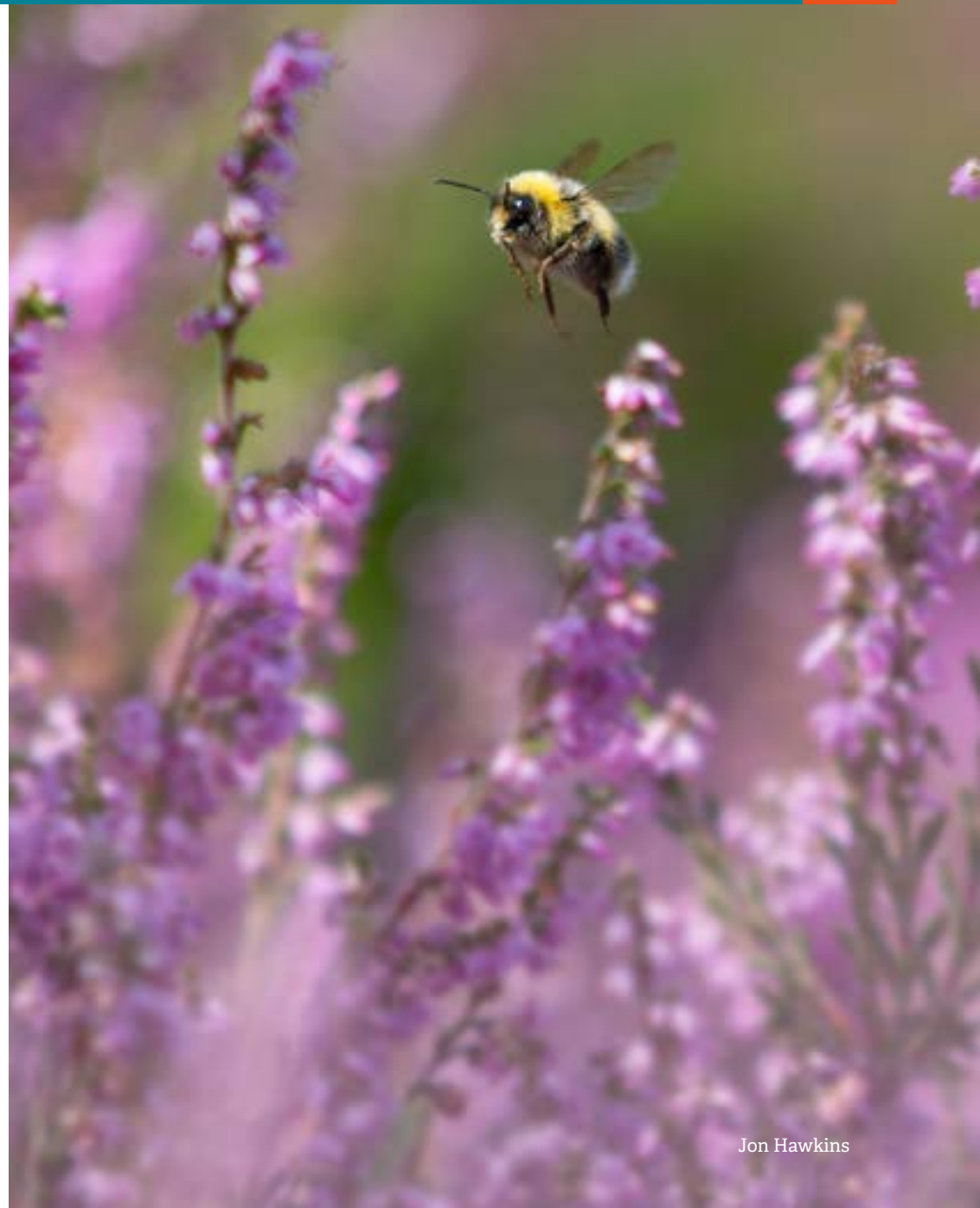


Warwickshire
Wildlife Trust

Campaigns Officer
Recruitment Pack April 2024

warwickshirewildlifetrust.org.uk

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Thank you for your interest in the role of Campaigns Officer at Warwickshire Wildlife Trust.



Warwickshire Wildlife Trust has embarked on an ambitious ten-year strategy. By 2030 we want to have put wildlife into recovery by creating more space for nature, with more people on nature's side to achieve our vision of a thriving natural world.

The 2023 State of Nature Report highlighted the continuing devastating loss of UK nature. One in six species are at risk of becoming extinct in Great Britain, whilst widespread animals and plants such as swifts, hedgehogs, and chamomile are becoming rarer. Our wildlife is slipping through our fingers. We must act fast, with ambition, and at scale. Warwickshire Wildlife Trust is here to put nature into recovery, and we need your help.

We're looking for a great communicator and collaborator, with a keen sense of justice for our natural world and a proven ability to change hearts and minds. You'll be familiar with influencing policy and decision-makers either in your career so far, or as a volunteer, and a strong believer in the power of teamwork.

Your focus will be on planning and delivering simple and effective campaigns that give nature a bold, confident voice – to help shape local plans for nature's recovery, celebrate nature's role in everyone's lives and inspire people to take action for wildlife.

If you have the passion and expertise to give nature a voice, we would be delighted to receive your application.

A handwritten signature in blue ink that reads "E. Green".

Ed Green, CEO of Warwickshire Wildlife Trust

A large photograph of a woman and two children in a field of purple flowers. The woman is kneeling on the right, smiling. A young girl in a pink shirt and white pants is in the center, looking through binoculars. A young boy in a green shirt is behind her, also looking through binoculars. The background is a soft-focus field of purple and yellow flowers under a blue sky.

[Click to read our 2030 strategy](#)

Warwickshire Wildlife Trust is one of 46 Wildlife Trusts. Established in 1970, we are a grass roots organisation governed by 14 Trustees elected from a membership of 28,000 people, 99% of whom live in the county, and supported by 700 active volunteers.

We manage an estate covering 1,000 hectares in Warwickshire, Coventry and Solihull and no one living or working in that area is more than 6 miles from one of our 67 nature reserves.

Amongst the Wildlife Trusts we are unique in the amount and proportion of income which is earned through commercial operations conducted by a wholly-owned subsidiary company, [Middlemarch Environmental Ltd](#). We established Middlemarch in 1991 and it has grown to become one of the largest natural environmental consultancies in the UK, operating over the whole of the country.

As members of the influential network of Wildlife Trusts, we are part of a collective covering the whole of the UK with 900,000 members, 32,500 volunteers, 2,500 staff and 600 Trustees, all working together through a central unit, the Royal Society of Wildlife Trusts (TWT).

Together we are on a mission to restore a third of the UK's land and seas for nature by 2030.



Our Purpose: To bring wildlife back, and to help people act for nature.

Our Vision: A thriving natural world where wildlife plays a valued role in addressing the climate, ecological and human health emergencies.

- We are ambitious in our desire to reverse the decline in nature. We speak with a bold and confident voice, telling the truth about the state of nature and what needs to be done to put it in recovery.
- As part of a grassroots movement, we are firmly rooted in our local communities where we look after wild places and increase people's experience of the natural world.
- We look to establish common cause and work in partnership with others, to develop new ways to do what's right for nature and deliver impact in support of our vision.
- We demonstrate what is possible, and inspire and enable people from all backgrounds to bring about our vision with us, embracing diversity in our society to change the natural world for the better.
- As part of the UK network of Wildlife Trusts we work to ensure that our local actions add up to have a collective impact and help address global issues.



Love for Nature

Our love and respect for the intrinsic value of nature sits at the core of our skilled, motivated, and dedicated team. We will always ensure that our work and partnerships are driven by what's right for nature.

Evidence-led innovation

We are evidence-based and solution-focused, working with partners and communities seeking innovative solutions to maximise our contribution and impact for nature.

Strength in diversity

We are one movement, comprised of 46 independent and unique Wildlife Trusts who hold unparalleled knowledge of the wildlife and natural systems within their local communities.

Enthusiasm

A focused passion steers us to where we are uniquely placed to deliver the most impact for wildlife, enabling us to work enthusiastically with purpose and focus.

Integrity

We are committed to transparency and inclusivity within our actions and projects, co-designing to deliver the greatest impact for nature. We will always uphold our values and beliefs and speak truth to power.

Respect

We work with respect for nature, people, and diversity. We work collaboratively and champion inclusion and diversity within our communities, being locally sensitive whilst ensuring that we have impact beyond our borders.



Campaigns Officer

Role purpose: To develop high profile, impactful campaigns that support nature's recovery and inspire individuals and communities of all kinds to act for nature. The role will support the Trust's 2030 strategic objectives by developing a bold, confident local voice that raises awareness of the challenges faced by people and wildlife across Warwickshire, Coventry, and Solihull.

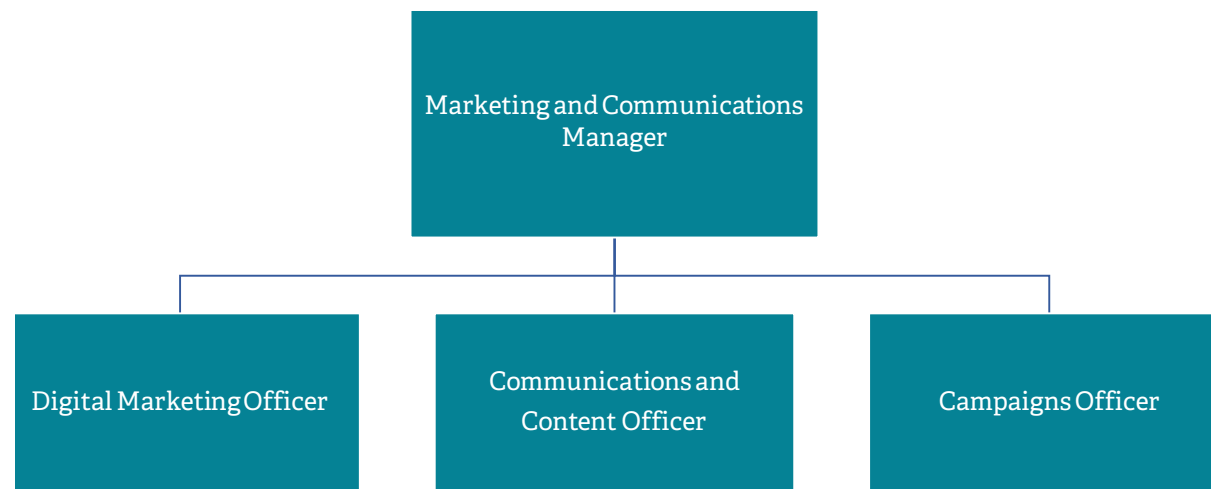
Reporting to:

Marketing and Communications Manager

Other Working Relationships:

Cross-departmental across Warwickshire Wildlife Trust and our movement, #TeamWilder, as well as our volunteers, members, supporters, civil servants, policy makers, politicians, campaigning bodies, local environmental NGOs, WWT Youth Committee

Marketing and Communications Team



Campaign Development

- 1.** Plan and deliver campaign plans that support our public engagement, policy, and advocacy objectives through petitions and consultation responses, target email actions to MPs and other decision-makers.
- 2.** Create change-making online and offline campaign actions with clear delivery programs, developing campaigning tools and digital packages alongside colleagues at the Wildlife Trust's central campaign, policy, and IT teams.
- 3.** Build on our #Teamwilder approach to develop an understanding of the concerns communities have around the state of nature and create campaigns that reflect local voices, including local planning issues.
- 4.** Work collaboratively with the Wildlife Trust's central campaigns and policy teams, and campaigns colleagues in local Wildlife Trusts and feed into the production of central materials for advocacy and campaigns - including reports, briefings and opinion pieces.
- 5.** Develop new and imaginative ways of broadening our audiences to help encourage more people to act for nature.
- 6.** Keep up to date with campaigning techniques and tactics.
- 7.** Contribute to and support the delivery of the marketing and communications strategy.

Stakeholder Management

- 8.** Develop relationships with community groups and other local NGOs and collaborate on campaigning work, scaling up our impact wherever possible
- 9.** Support effective relationships with civil servants, policy makers, politicians and other decision-makers, stakeholders and campaigning bodies relevant to WWT's work.
- 10.** Work closely with WWT's planning officer to understand any objections made by the Trust and, where appropriate, develop local campaigns to oppose developments that are negatively impacting local wildlife and communities.
- 11.** Work with the WWT Youth Committee to develop local campaigns that engage young people in our work and inspire them to become advocates for nature
- 12.** Work with the marketing and communication team to identify contacts within the media and other stakeholders to create opportunities to promote WWT's campaigns.
- 13.** Highlight and support relevant upcoming events and training opportunities to help extend campaigning skills and confidence across WWT and within communities.

Communications

- 14.** Write for a variety of platforms, translating complex conservation policy, scientific evidence and data for a variety of audiences.
- 15.** Work with the wider marketing and comms team to create social media assets and resources to support campaign messaging
- 16.** Support colleagues who are representing WWT externally in the media with briefings.



Public Events

- 17. Support the Action for Nature team in the delivery of Greener Conversations forums, aimed at understanding how local people want to act for nature.
- 18. Develop guidance for running hustings events and work with local community groups to host these across constituencies.

Data insight and analysis

- 19. Use our ThankQ CRM system to understand our supporters' campaigning motivations and create opportunities for individuals to take further action
- 20. Map campaign issues and the progress of live campaign actions, to produce up-to-date advocacy analysis and activity reports, working with the Marketing and Communications team and the membership team, to develop best practice and ways of reporting on advocacy activities.
- 21. Embed learning and analysis to evolve campaign actions as part of ongoing performance improvement.
- 22. Develop and integrate data capture initiatives within the marketing and communications teams that tell us about the qualitative and quantitative impacts of our campaigns.

- 23. Work with the Membership Development Officer to ensure campaign data is recorded in thankQ accurately and effectively to enable required analysis, tracking, reporting, segmentation and future targeting.

Website, email marketing and social media platforms

- 24. Mobilise support for local campaigns
- 25. Work with colleagues in the marketing team to create and target advocacy campaign emails
- 26. Work with the marketing and communications team to create and update campaigns content on the website and blog.

General Responsibilities

- 27. Promote the work, mission and vision of the Trust at all times.
- 28. Work across teams to contribute to activity plans across the 2030 strategy business plan.
- 29. Use every opportunity commensurate with other duties to contribute to the Trust's membership recruitment, fundraising and engagement of people.
- 30. Ensure a high level of customer service in all dealings with the public.

- 31. Ensure continuous development of skills and knowledge required for the post, undergoing training and performance review as required by the Trust.
- 32. Work within all the policies and procedures of the Trust, ensuring own compliance with the Trust's health and safety policies and procedures and that of any resources for whom you are responsible.
- 33. Work at all times within the Warwickshire Wildlife Trust's Equal Opportunities Policy and to promote equal opportunities.
- 34. Comply with all legal and contractual obligations concerning the responsibilities of your post.
- 31. Carry out any other reasonable duties commensurate with the level of responsibility of the post, as requested by the CEO.

Key Competencies

Essential

A great, clear, communicator (oral and written)

Enthusiastic, with a positive energy and approach that will unify and motivate.

Patient and thoughtful, used to supporting others to learn and develop skills.

Experience

Desirable

Previous experience (in voluntary or paid role/s) of campaign planning and development.

Previous experience (in voluntary or paid role/s) of using creative approaches in digital and offline campaigning.

Previous experience (in voluntary or paid role/s) of managing or co-ordinating a peer-led network.

Skills and Knowledge

Essential

Confident in collating and using information to produce high quality and effective digital campaign experiences

Desirable

Takes a facilitation approach to working with others and co-designing campaigns.

Competent in Excel and able to interrogate, analyse and disseminate accurate data

Personal Qualities

Essential

Energetic and committed

Flexible

Honest and inclusive

Willing to take ownership of problems and find solutions to them

An excellent team player

Location:

Contracted location for this role is Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW but with agile working providing a balance of all WWT offices and home working (full details available on request).

Salary:

Band 2b (£24, 856 - £34,014) dependent on experience

Benefits:

- Employers' pension contribution up to 6% (with 4.5% from employee)
- 25 days holiday plus bank holidays, rising to 27 days after 2 years service and 28 days after 5 years service
- Access to electric vehicle salary sacrifice scheme
- Employee Assistance Programme
- Death in service benefit equivalent to 3x salary
- Cycle to work scheme
- Tech scheme

Hours: Full time, 35 hours per week

How to apply:

Applications should be made through the Warwickshire Wildlife Trust website at warwickshirewildlifetrust.livevacancies.co.uk.

To apply please click [here](#).

- Closing date for applications is noon on **Monday 13 May 2024**
- Shortlisting will take place week commencing **Monday 13 May 2024**.
- Interview week commencing **Monday 27 May 2024**.

Feedback will be available for candidates from the interview stages.



General information for the post:

Selection and Assessment: The candidates who appear to best meet the person specification will be invited to attend for interview. We recommend that applicants pay particular attention to demonstrating how they meet the person specification on the application form. The assessment will consist of an interview designed to give candidates an opportunity to demonstrate their skills and suitability for the post.

Appointment: All our offers of employment are made, subject to some pre-employment checks including: Satisfactory References, checks on eligibility to work in the United Kingdom, Checks on relevant certificates. Due to the anticipated level of contact with children or other vulnerable members of society involved with this role, a satisfactory Criminal Records Bureau/ Independent Safeguarding Authority check is required.

Salary : Your salary will be based on your skills, knowledge and experience. You will be paid monthly in arrears by credit transfer to a bank or building society account.

Hours of Work: Our employees work a 35-hour week (full time). In view of Warwickshire Wildlife Trust's work, employees can be called upon from time to time to work a reasonable period outside of the set hours. No overtime will be payable but a flexi time policy and TOIL is in place.

Holiday Entitlement: Our holiday year runs from January to December. Full time employees get 25 days holiday per year plus bank holidays. For permanent members of staff this increases to 27 days after 2 years and 28 days after 5.

Pension: You will be automatically enrolled in the Warwickshire Wildlife Trust Stakeholder Pension Scheme if you meet the eligibility criteria, though you may opt out. The employee contributes 4.5% of salary and the Trust as the employer contributes a further 6% to the scheme.

Notice: If you choose to leave the Trust you will be required to give three months' notice.

Equal Opportunities: Warwickshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs.



Vaughn Matthews