

**JOB DESCRIPTION**

**TITLE:** Head of Policy and Campaigns (full time, 2 years)

Based: Vauxhall, London

**REPORTING TO:** Director

Salary: £34,000 -£40,000

**CLOSING DATE:** 5pm on Monday 12 October 2015

**APPLICATIONS TO:** Dr Elaine King, Director at Link: [elaine@wcl.org.uk](mailto:elaine@wcl.org.uk)

**MAIN PURPOSES OF ROLE:**

Reporting to the Director, the newly created role of Head of Policy and Campaigns will play a key role in shaping and delivering Link’s future policy and campaigns work, providing outstanding support to Link’s members, while also supporting Link’s Director in managing delivery of Link’s strategy and operational plan.

The post holder will guide, advise and facilitate Link’s 46 member organisations in developing powerful shared policies and advocacy messages, along with delivering bold, highly influential campaigns, to raise the profile of the natural environment and of Link’s members. In addition, they will help enhance Link’s existing role in supporting and enabling members to develop and deliver shared environmental outcomes, especially through our working groups.

Other key elements of the role include: line managing two Policy and Campaigns Managers; managing and planning projects and budgets; advising on strategy development; representing Link and its member organisations to external stakeholders, and securing funds from major donors.

**KEY ACCOUNTABILITIES:**

**Support Link’s Director** in delivering and reporting on Link’s vision, **strategy** and operational plan

**Line manage, mentor and support,** two Policy and Campaigns Managers, plus policy element of the Information and Policy Coordinator’s work

**Facilitate,** manage and coordinate **policy planning, delivery and reporting,** to ensure delivery of shared ambitions, in large part through collaboration with Link’s Director, staff team and Link members, particularly through the **Policy Directors group and**

**Represent Link externally** and increase our collective political influence and profile with a range of external stakeholders, including Ministers, parliamentarians, other key decision-makers, the media, businesses, non-Link NGOs and funders

Support Link and its members’ relationships with **sister Links** in the devolved countries and identify further opportunities for collaborative working

Work with Link’s Director in identifying **fundraising opportunities,** and developing applications and relationships with funders

<p><b>working groups.</b> This will include oversight of working group publications and other outputs against Link’s strategy</p> <p>Work with the Director, staff team and Link members to plan and coordinate a programme of <b>high impact and influential campaigns</b>, events and projects</p> <p>Work with Link’s <b>Communications Manager</b> and experts within Link’s member organisations, to develop effective stakeholder engagement strategies, including improved engagement with members</p>	<p>Oversee management of Link’s <b>ICT facilities</b>, including the web site, with day to day activities managed by Information and Policy Coordinator</p> <p>Act as <b>Deputy Director</b> as deemed to be necessary</p>
<p><b>ADDITIONAL RESPONSIBILITIES:</b></p>	
<p>Assisting the Director in organisation-wide activities related to the role</p> <p>Prepare and contribute to ad hoc analysis and reports, and respond to ad hoc queries within remit</p>	<p>Board level presentation as required</p> <p>Assist in the planning and delivery of Link’s AGM and other events to support the organisation</p>

**Person Specification: Head of Policy and Campaigns**

	Essential	Desirable	Assessed by
Qualifications/academic achievements required	To no less than degree level or equivalent	Additional relevant professional qualifications (eg technical and/or leadership/management) Evidence of CPD	Application /certificates
Experience - type and depth of experience required to do the job	<ul style="list-style-type: none"> <li>• An understanding of the strategic context (EU and government policy and practice), political institutions and the process of government relating to the environment</li> <li>• An understanding of the key policy areas which Link addresses</li> <li>• At least 5 years' experience of managing a professional team</li> <li>• At least 5 years' experience of managing projects and budgets at a senior level</li> <li>• At least 5 years' experience of stakeholder engagement and public affairs</li> <li>• Demonstrable experience of preparing successful funding applications and building relationships with a range of funders</li> </ul>		Application, interview, references
Special aptitudes required	<ul style="list-style-type: none"> <li>• Proven track record of <b>leading multi-disciplinary teams</b>, inspiring confidence and trust, and creating, building and sustaining teams to achieve outstanding results</li> <li>• A strong background in <b>strategy</b> development and delivery, campaign and project planning and management</li> <li>• A highly competent, persuasive and diplomatic <b>networker</b> with excellent <b>interpersonal</b> skills, with an ability to inspire confidence and trust, build effective relationships with a wide range of partners and individuals, and inspire others to do the same</li> <li>• Experience of <b>public affairs</b> and managing political relationships</li> </ul>	<p>Experience of producing high quality printed and digital campaign <b>communication materials</b></p> <p>Knowledge of <b>desk top publishing</b> software such as Adobe design packages (Photoshop/illustrator)</p>	Application, interview, references

	<ul style="list-style-type: none"> <li>• A strong track record in delivering influential, high impact <b>campaigns</b> and effecting tangible change</li> <li>• A highly effective <b>communicator</b>, with excellent verbal and written skills, who can represent Link effectively at all levels</li> <li>• An ability to make <b>strategic connections</b>, horizon scan for risks and opportunities, and to explore innovative ways of working</li> <li>• An in depth understanding of policy making, <b>politics</b> and the environment in which Link operates</li> <li>• Experience of devising, developing and <b>managing projects</b> and securing resources to support such work</li> <li>• Ability to plan and manage a complex organisational workload to <b>meet agreed targets</b>, including managing resources, budgets, staff and systems, and <b>reporting</b> on performance and outcomes</li> <li>• Demonstrable ability to <b>facilitate meetings, negotiate</b> and understand <b>group dynamics</b></li> <li>• Confident use of <b>Microsoft</b> and other software including Microsoft Word, Excel, Outlook, and Internet browsers</li> <li>• Proven competence with traditional and digital <b>communication techniques</b> and technology</li> </ul>		
Personal disposition	<ul style="list-style-type: none"> <li>• Supportive of Link’s vision, values and strategy, ensuring professional quality outputs</li> <li>• An understanding of, and a commitment to, the natural environment</li> <li>• Established credentials in the UK NGO environmental sector and with many of Link’s stakeholders</li> <li>• Committed to cooperative working, leading by example and supporting and motivating other staff</li> <li>• Considerate and respectful of others</li> </ul>		Interview, references

	<ul style="list-style-type: none"> <li>• Enjoy working independently, within a small team</li> <li>• Credible and persuasive advocate and ambassador</li> <li>• Drive and enthusiasm</li> <li>• High standards of integrity and confidentiality</li> <li>• Innovative and resourceful, with an ability to introduce broader ideas and new thinking</li> <li>• Resilient under pressure</li> <li>• Committed to continuous improvement</li> <li>• A “hands on” individual also able to operate at a strategic level</li> </ul>		
Circumstances	<ul style="list-style-type: none"> <li>• Ability to work outside of normal office hours</li> <li>• Ability to travel throughout the UK, especially England, as required</li> <li>• Access to a form of transport which ensures the duties are fulfilled</li> <li>• Geographically within reasonable distance of central London</li> </ul>		Interview, references