



Campaigns Officer

JOB DESCRIPTION

Role

Responsible for Church Action on Poverty's popular campaigning, with a view to maximising the impact of Church Action on Poverty's advocacy work and strengthening the power of people to influence people with power.

- To coordinate grassroots engagement in End Hunger UK, a national campaign to mobilise the latent power of the food justice movement to lever tangible changes in policies, principally at UK level, which will contribute to achieving a long-term reduction in food poverty and hunger.
- To liaise closely with UK Food Poverty Alliance members to ensure maximum engagement of their networks of local partners and supporters in the campaign.

Main tasks

Recruiting and supporting campaigners

- Liaise with other UK Food Poverty Alliance members to engage their networks of local partners and supporters with the campaign
- Work with Alliance members to recruit and support a network of local campaign champions
- Support local champions to recruit local food projects, churches and others to actively participate in campaign activities
- Develop and coordinate a programme of 'entry-level' campaign actions for local campaign supporters
- Coordinate and support local champions and activist engagement in key campaign moments, including World Food Day events
- Maintain a database of individual campaigners and advocates
- Deal with email, mail and phone enquiries from campaigners
- Represent Church Action on Poverty and the broader campaign at appropriate conferences, seminars and other events

Resources and communications

- Coordinate the production of appropriate campaign resources for use by local champions and coalition partners
- Coordinate the production of online training resources and briefing materials to support local campaign champions and partners to engage in direct constructive dialogue with local MPs
- Contribute to the development of regular updates, e-actions, social media and wider communications work for the campaign

Management and planning

- Liaise with Director; Oxfam Campaigner; Communications and Supporter Relations Manager; and other members of the virtual campaigns team
- Arrange and service meetings of the virtual campaigns team at least once a month
- Participate in collecting and evaluating appropriate data to inform future planning
- Write donor and other reports as required

Other

- Attend and participate in UK Food Poverty Alliance and Church Action on Poverty Council of Management meetings, staff meetings, and training and away days as appropriate
- Abide by and seek to put into practice Church Action on Poverty's equal opportunities policy

Accountability and relationships

The Campaigns Officer will be accountable to the Church Action on Poverty Programme Manager and liaise closely with the Church Action on Poverty Director. They will also work closely with other members of the Church Action on Poverty Public Affairs team, Oxfam GB staff, key campaign coalition partners, and the wider membership of the UK Food Poverty Alliance.

Other details

- Duration:** Permanent post, with review after 6 months. Funding secured to 31 December 2021
- Hours:** 28 hours per week
- Salary:** Payable according to Church Action on Poverty grade E (APT&C scale points 32-37).
- Pension:** 10% employer's pension contribution provided employee contributes 5%
- Holidays:** 25 days per annum pro rata, rising to 30 days after 5 years' service
- Location:** Church Action on Poverty office, Salford

Person specification

- At least 3 years' experience of planning, co-ordinating and implementing campaigns
- Demonstrable experience of managing relationships with campaigners, partners and networks
- Demonstrable skills in developing and delivering innovative and impactful campaigning activity
- Positive, solutions-focused approach to complex challenges
- An interest in and empathy with UK poverty and commitment to Church Action on Poverty's values
- Sound planning, budgeting and project management skills
- Excellent written and verbal communication skills, and ability to generate creative ideas
- Ability to work under pressure, prioritise and meet deadlines
- Ability to both act on own initiative and work in a team
- Ability to use a range of IT platforms including social media
- A willingness to work occasional weekends or evenings and travel within the UK



End Hunger UK: Background information

The End Hunger UK campaign was launched on World Food Day: Sunday 16 October 2016, and has recently secured funding for a further 3 years through to December 2021. We have a vision of a UK where everyone has access to good food and no one needs to go hungry.

Background

The End Hunger UK campaign is part of the work being done under the auspices of the UK Food Poverty Alliance. This comprises all the major third sector organisations working to alleviate food poverty and hunger in the UK. They include: Church Action on Poverty; Child Poverty Action Group; Fabian Commission on Food and Poverty; FareShare; Food Ethics Council; Food Matters; The Food Foundation; Food Up Front; Independent Food Aid Network; Magic Breakfast; Nourish Scotland, Oxfam, Sustain, Sustainable Food Cities and The Trussell Trust.

Whilst a significant amount has been achieved over the past 2-3 years in raising the public and political profile of food poverty, we know that by working together to build a broad 'food justice movement' across the UK, and mobilising thousands engaged in tackling food poverty in its many forms, we can build a more powerful movement for change.

Key outcomes

- UK Government adopts policies to reduce food poverty and hunger
- People with direct experience of food poverty are given greater voice and are at the forefront of the UK food poverty movement
- The UK food poverty movement is more effective and cohesive in advocating for lasting policy change

Building a powerful food justice movement

The organisations involved in End Hunger UK have access to extensive networks of local projects and their volunteers. These include:

- 30,000 plus volunteers in Trussell Trust food banks
- 2,000 local organisations who partner with FareShare
- 480 schools who run breakfast clubs with Magic Breakfast
- 45 Sustainable Food Cities Network Members across the UK
- All the volunteers involved in independent food banks, Church Action on Poverty, CPAG, Oxfam etc

In summer 2015 research commissioned by Oxfam revealed strong public support for action to tackle food poverty and hunger – and a potential willingness to engage in campaigning activity:

- 68% of the public were concerned about food poverty, see it as relatively prevalent and recognise some structural causes and remedies. 31% were typified as 'advocates.'
- 16% of respondents, if asked, would be 'very likely' to sign a petition or write to their MP or government representative to influence them to tackle the issue of people needing to use food banks; and 4% would be willing to take part in a public march or protest to influence MPs and others to tackle these issues.

Taken together, these demonstrate that there is a huge, and to date largely untapped, potential for a coordinated mobilising of the broad 'food justice movement' to achieve a significant and lasting impact on food poverty and hunger across the UK.

Campaign strategy

End Hunger UK will seek to mobilise the potential of this movement to bring about social and political change principally at UK level, by bringing concerted pressure to bear on MPs at a local constituency level. The overall campaign goal will be to lever tangible changes in policies, principally at UK level, which will contribute to achieving a sustainable long-term reduction in food poverty and hunger. Key to this will be the ability to create political space for UK Government to acknowledge the scale of the problem, and the need for it to play an active role in addressing it.

Local volunteers and users of food banks and community food projects will be supported to engage in constructive dialogue with MPs; to share the stories of people directly affected; and to make the case for more positive engagement with the issues on a cross-party basis.

Taken in tandem with a nationally coordinated media campaign and concerted lobbying and advocacy work at Westminster level with All Party Groups, Select Committees and key MPs and Ministers by the national agencies and think tanks involved in the Alliance, this will maximise the likelihood of achieving positive outcomes in relation to UK Government policy.

Building the capacity of local partners to advocate for change

Reflecting the status of UK politics, including the arithmetic of the UK Parliament and the need to engage with a wider cohort of MPs, we believe we need to extend our links with MPs. We will therefore seek to build on the existing level of engagement with MPs by local supporters, activists and partners. Working with Food Power, Feeding Britain, Sustainable Food Cities and partner organisations' own networks, we will support at least 50 local partners/alliances to develop effective ongoing engagement with their MPs, and significantly increase the number of MPs who actively support End Hunger as a result. End Hunger UK's work in this area will be informed by the campaign's power analysis to ensure maximum impact.

We will produce a variety of on- and offline training resources and briefing materials, webinars and supporter gatherings to build the capacity of local campaigners and partners to engage in direct constructive dialogue with local MPs, sharing specific stories and case studies to illustrate the need for positive changes in UK Government policy to tackle the acute income crises which lead to food insecurity.

We will seek to complement the existing advocacy work of the A Menu for Change project in Scotland, which is funded by the Big Lottery Fund Scotland until the end of 2019 and involves Oxfam GB, Nourish Scotland and Child Poverty Action Group. We will also work with the Food Poverty Alliance Wales and Belfast Food Network to ensure that the End Hunger UK complements and gives added value to partners' existing strategies for working with and influencing the devolved Governments and administrations.

As well as continuing to engage with our existing church-based partners, we will seek to develop stronger links with other faith networks and external partners (e.g. National Federation of Women's Institutes) to reach a wider audience. We will explore with the Church of England, Trussell Trust and others the potential for funding a campaign intern to develop this particular strand of the work.

Key mobilising moments

There will be at least two key national 'campaign moments' each year, including an 'End Hunger Week' to coincide with World Food Day (16th October). The second national moment will be identified to maximise the potential profile and impact of the campaign. Each 'moment' will provide a focus for local and national activity and media coverage, and include prominent coverage of the grassroots spokespeople who have attended regional training events. Each campaign moment will be designed to focus on one of the overall key campaign themes (childhood hunger; acute hunger; and long-term access to affordable food).

For further information visit www.endhungeruk.org



Application for employment

Confidential

Job applied for: _____ Closing date: _____

Personal details

Surname: _____ Other names: _____

Permanent residential address: _____

_____ Postcode: _____

Daytime telephone: _____ Evening telephone: _____

Email address: _____

Where did you see this job advertised? _____

Referees

Please give the names and addresses of two people who can provide references. Do not include relatives (unless your current or previous employer is a relative). **If you are at present employed, please give details of your present employer. If not currently employed, please give the details of your last employer.**

First referee	Second referee
<i>Delete as appropriate:</i> Current employer / former employer / friend / other (specify): _____	<i>Delete as appropriate:</i> Current employer / former employer / friend / other (specify): _____
Name: _____	Name: _____
Address : _____ _____ _____	Address : _____ _____ _____
Email address: _____	Email address: _____
Telephone number: _____	Telephone number: _____
<input type="checkbox"/> Tick here if you do not wish us to approach this person without prior permission.	<input type="checkbox"/> Tick here if you do not wish us to approach this person without prior permission.

Equal Opportunities monitoring

The information in this section will be treated in the strictest confidence, and used to produce overall statistics about recruitment and selection, and to take action to prevent discrimination.

Gender

Please put a tick in one of these boxes.

I identify my gender as... Man Woman Trans* _____ (fill in the blank)

Disability

Please put a tick in one of these boxes.

Do you consider yourself to be a disabled person? Yes No

Please give further details if you wish:

Age

Please put a tick in one of these boxes.

I am... under 18 18-24 25-44 45-64 65 or over

Ethnic origin

Please put a tick in one of these boxes.

I would describe my ethnic origin as...

- | | |
|---|--|
| Bangladeshi <input type="checkbox"/> | Caribbean <input type="checkbox"/> |
| East African Asian <input type="checkbox"/> | African <input type="checkbox"/> |
| Indian <input type="checkbox"/> | Other Black (please specify) <input type="checkbox"/> |
| Pakistani <input type="checkbox"/> | _____ |
| Chinese <input type="checkbox"/> | White & Black Caribbean <input type="checkbox"/> |
| Vietnamese <input type="checkbox"/> | White & Black African <input type="checkbox"/> |
| Other Asian (please specify) <input type="checkbox"/> | White & Asian <input type="checkbox"/> |
| _____ | Other Mixed Origin (please specify) <input type="checkbox"/> |
| Middle Eastern <input type="checkbox"/> | _____ |
| | Irish <input type="checkbox"/> |
| | White British <input type="checkbox"/> |
| | Other White (please specify) <input type="checkbox"/> |
| | _____ |

Work experience

Please give details of past and present work. This can be paid work, voluntary work, work at home, time spent raising a family, etc. All time since leaving full-time education should be accounted for. **Start with the most recent. Use the space below and please do not attach a CV.**

Name and address of employer or organisation	Job title or role	Paid? (yes/no)	Main duties	From	To (month/ year)	Reason for leaving

Qualifications

Academic and/or professional

Date	Qualification	Level	Where obtained

Training

Include any short courses you have taken.

From	To	Details

Personal statement

Your application pack includes a person specification. This is very important because it lists the essential requirements necessary for this job. **Please follow the steps below before completing this section.**

Study the person specification very carefully. Please show concrete evidence and real examples of how you meet each of the requirements. **Remember if you do not show that you meet these requirements, it will not be possible to shortlist you for an interview.** Please continue on separate sheets if required.

Disabled applicants

Where the successful applicant is a disabled person, every effort will be made to supply all necessary adaptations, employment aids or equipment to enable them to carry out the full duties of the job.

If, however, you feel that a certain aspect of the job may still prove unachievable by you, and this is due to the nature of your impairment, then the panel will give full consideration to the possibility of redesigning the job to remove that particular barrier. If you wish to bring such a matter to the panel's attention at this stage, please do so in the space below. If you have no such matter to raise, then simply leave this space blank.

Health and medical conditions

Do you suffer from any medical conditions that might affect your ability to carry out the job?

Yes No

If yes, please give details:

Period of notice

How soon after an offer of employment would you be able to start the job?

Declaration

I confirm that to the best of my knowledge the information I have provided in this application (including home address and self-declaration) is correct and true. I realise that if it is found that I have deliberately given false or misleading information I am liable to be disqualified from further consideration or, if appointed, to be dismissed immediately and without notice.

Signed: _____

Date: _____

Please return to info@church-poverty.org.uk or Church Action on Poverty, Unit 28 Sandpiper Court, Water's Edge Business Park, Modwen Road, Salford M5 3EZ