

Advocacy Lead

Salary: £38,445 FTE - 4 days / week, 28 hours (0.8, £30,756)

We offer 6% employer and 4% employee pension contribution. Labour Behind the Label is a workers' cooperative which means we are dedicated to equality reflected by our equal pay policy across the team. Holiday is calculated at 25 days plus bank holidays, pro rata. Hours can be flexible although our core day is currently Wednesday.



Duration: Permanent contract (subject to a 3 month probation period)

Location: Remote or at our office in Bristol. Please note we also offer a working from home allowance. Must be able to travel occasionally to London, Bristol and Leicester, and be based in the UK.

About us: Labour Behind the Label (LBL) supports garment workers' efforts worldwide to improve their working conditions, wages, and ensure their basic rights are respected. We do this through lobbying retailers, brands and political leaders; raising public awareness; promoting campaign action; and exploring legal possibilities for improving conditions. For more information, please see www.labourbehindthelabel.org

The Role: The Advocacy Lead is responsible for engaging with key stakeholders in campaigns to call for better conditions in the garment industry and pushing our message in the media. They take part in LBL's outward facing work, delivering lobbying and campaigns, and designing actions to push brands and policy decision makers to improve conditions.

Job Description

Campaigns and Policy

- Design and participate in delivery of UK-wide campaigns strategies to call for better rights and conditions in clothing production facilities worldwide, alongside other staff
- Lobby companies and policy decision makers to push for corporate and legislative solutions
- Write policy reports, articles and briefings, and create campaign materials
- Organise seminars and events with brands and policy decision makers on key campaigning issues
- Organise, with team members, demonstrations and online actions for supporters to take to push brands and decision makers on key campaigning issues.
- Participate in international working groups as necessary

Communications

- Lead on press work, including representing Labour Behind the Label in the media, writing and sending press releases, logging media coverage and responding to media enquiries where relevant.
- Build LBL's press list and relationships with journalists
- Write campaigns communications towards supporters, including online supporter mailings and updating the website regularly with new content.

Urgent Appeals (1 day)

- Work with the Clean Clothes Campaign and international partners to respond to urgent appeals
- Log ongoing cases, and liaise with partners to ensure effective strategies are built
- Lobby companies, policy decision makers, or relevant institutions about urgent appeals
- Develop and deliver mini campaigns to see resolutions to urgent appeal calls

Other Tasks

- Project and budget management
- Work with other staff to identify opportunities for grants and funding, and to report back on outputs and costs to funders as relevant
- Writing and inputting into relevant areas of the website, social media and publications
- Participate in team meetings and undertake organisational management tasks as appropriate

Person specification

Essential

- 3+ years' experience of delivering effective national or international campaigning strategies and activities
- Excellent communication skills and a demonstrable ability to create content for varied audiences such as journalists, policymakers, brands, supporters and funders.
- Good public speaking abilities and experience of addressing a range of audiences.
- Significant experience in media work and developing relationships with journalists
- Experience of lobbying, including political lobbying and/or company engagement.
- Project management experience, including budgets, delivery and reporting.
- A self-starter who manages their own time and workload independently and copes well under pressure, including working in a non-hierarchical environment.
- Availability to travel in the UK and/or mainland Europe for up to 4 weeks per year.
- Confidence in using IT systems, including a variety of social media platforms, WordPress, Canva, Mailchimp etc.
- Knowledge of labour rights and human rights issues, preferably with knowledge of international supply chains.

Desirable

- Proven track record of grant fundraising.
- Experience of working within a co-operative structure and/or small organisation.

We strongly encourage applicants from People of Colour/ people from Black, Asian and minority ethnic backgrounds to apply for this role. We actively welcome applicants with lived experience of working in the garment industry in manufacturing roles.

To apply:

Please send an **up-to-date CV**, as well as a **supporting statement** (no more than 2 sides of A4) telling us how you meet the person specification by 7th July 2024 at the end of the day. Interviews will be held on 15th July. Ideal start date Monday 19th August.

For an informal discussion about the role, please call Alena on 07565 161800 during office hours, or email alena@labourbehindthelabel.org

Please email your application to info@labourbehindthelabel.org putting '**Advocacy Lead**' in the subject line.