



Job and person specification: General Election Organiser

Department: Policy, Campaigns & Communications

Location: National CPRE, London N1 / home-based

Reporting to: Public Affairs Manager

Responsible for: N/A

Job summary - the big picture

To play a leading role mobilising the CPRE Network to win support for CPRE's policies from politicians standing in the coming general election. This is a full-time role, with a fixed term for 12 months.

Scope

- Responsible for developing local grassroots influencing plans in collaboration with local CPRE groups.
- Responsible for managing project timelines with multiple CPRE groups and an associated budget for travel and campaign materials.

Key people – who you will be working with

- Internally – colleagues across all departments and within own team (campaigns, policy and communications, which includes colleagues working on social media, the press, public affairs, and policy research).
- [CPRE network](#) – local CPRE groups, supporters and volunteers.
- External – partner organisations and allies through coalition engagement, campaign beneficiaries and advocates, MPs and parliamentary candidates.

Main areas of responsibility - the day-to-day work

- Develop influencing strategies to win support for CPRE from key politicians.
- Develop a clear plan for building an effective and motivated team of activists advocating for CPRE's vision across communities in key constituencies.
- Support and train local CPRE groups to deliver grassroots campaigning activities in collaboration with the rural communities.
- Develop relationships with key prospective parliamentary candidates.
- Work with local CPRE groups to help deliver a programme of events during the general election.
- Lead the development and delivery of on the ground campaigning activities in key constituencies.
- Produce campaigning events and supporting materials such as leaflets, petitions, posters etc.
- Play a leading role in developing new campaigning ideas and fresh approaches, both online and offline.



- Stay up to date on political and policy developments and other external developments relating to the general election.
- Work actively with other local community groups to grow awareness and engagement with CPRE's work in key constituencies.
- Project manage the campaigns you are responsible for, coordinating the work of colleagues in the national team and within local CPRE groups.
- Monitor and evaluate campaign outcomes and relevant key performance indicators.
- Finesse and implement campaign messaging using framing and values-based messaging.
- Contribute towards the development of a dynamic, bold and fun ethos in CPRE campaigns.
- Role model CPRE's values and behaviours including a commitment to diversity and inclusion.
- Pitch in and support other colleagues across the organisation as needed.
- Support the public affairs teams with wider public affairs output in the run to the General Election.

Selection criteria – what you need to do the job

1. A strong understanding of how to develop and deliver an effective influencing strategy and theory of change.
2. Community organising and campaigning experience, especially at an in-person local level.
3. Some political advocacy experience including engaging with and influencing Members of Parliament
4. Knowledge of campaigning and organising tactics to develop a powerful network of activists supporting CPRE's work in key constituencies.
5. The ability to support and train local CPRE groups to grow their community engagement and run effective grassroots campaigns.
6. Commitment to actively encouraging equality, diversity and inclusion of different styles, ideas and perspectives.
7. Excellent written and oral communication skills with a passion for telling powerful stories that motivate people to support our campaigns.
8. Excellent interpersonal skills with the ability to build motivated teams and build relationships with local networks across rural communities.
9. Strong project coordination skills with the ability to show initiative and manage your own time effectively.

Occasional evening and/or weekend work will require some flexibility in working hours from time to time.