



## Your Role

We're looking for a tenacious, ambitious, dynamic and super organised **Lead Campaigner** to help win public services for people not profit. This is a fast-paced role in a small team with a big mission!

You'll be persuasive, creative, and hungry for change in a challenging political landscape. Driven, determined and committed you'll push forward campaigns at every stage to win victories. You'll have the opportunity to lead on campaigns you're passionate about and improve people's lives with public ownership.

You'll be a people person and a great communicator who can help us build our supporter base, networks and impact. You'll also need to be happy to carry out a variety of basic tasks and be flexible about your role.

This role is a crucial part of the We Own It team and central to raising our profile and increasing our impact. Part of a small collaborative team working mostly remotely and sometimes in London, you'll need to be tenacious in your approach to winning campaigns, highly self-motivated and able to work efficiently and autonomously.

### Your responsibilities will include:

- Developing smart, strategic campaign plans and delivering campaigns that win victories
- Motivating and mobilising the public to take action and ramp up the pressure, with creative, eye-catching actions that supporters can take whether online or offline
- Building strong alliances with wider networks and organisations
- Managing relationships with decision makers and politicians
- Creating excellent, inspiring copy in a range of formats; you'll have to work to deadlines and react quickly to campaigning opportunities
- Being a spokesperson in the media and at events for your campaigns and for public ownership generally
- Leading on maximising press coverage of your campaigns
- Researching and communicating evidence and stories to bring campaigns to life, commissioning research or polling as required
- Working flexibly with the rest of the team as required on social media/events/ administration - be ready to get stuck in!

## Person specification

### Essential

- A strategic self-starter with bags of initiative, ready to hit the ground running with remote support and keen to learn fast
- Tenacious and determined with a clear and focussed approach to secure campaign wins
- Track record in campaigning and/or thinking strategically about how to make change happen
- Excellent written and verbal communication skills. Able to make complexity simple and to write and speak in a way that is easy to understand
- Excellent organisational skills, a systematic person with attention to detail who sets and meets deadlines
- Emotionally intelligent, persuasive networker, with great people skills and a friendly and professional manner; you'll be able to communicate with a wide range of people
- Positive, can-do attitude and efficiency in a fast-moving campaigning environment, able to make decisions both quickly and thoughtfully
- Creativity (especially on a tight budget)
- Experience of using the media and social media to communicate campaign messages
- Enthusiastic and driven about our mission. Passionate about public services, strong awareness of the political landscape and good judgement about how to influence it
- Happy to travel to London for meetings and events. Willing to be flexibly available for media opportunities and speaking at events including some evenings and weekends

### Desirable

It would be great if you have experience – paid or voluntary - of any of the following:

- Experience of working in a small and/or campaigning organisation
- Experience of public speaking
- Experience of organising events
- Experience of fundraising
- Skills in photo editing/graphic design/video making
- Formal education or qualification in one of our areas of work

### About We Own It

We Own It is a not-for-profit organisation which aims to shift the debate on privatisation across public services, from water to railways, from the Royal Mail to the NHS. Our campaigning wins victories while our communications work makes the case for public ownership.

### What we offer:

£40,000 annual salary, 33.75 hours work week as standard

Hybrid working, with at least 2 consecutive days a month in London.

Further travel to London and elsewhere, depending on campaigning and media opportunities

### How to apply

Please email your CV, with a cover letter outlining how you meet each of the points in the person specification, and a piece of writing you are proud of to Anna at [anna@weownit.org.uk](mailto:anna@weownit.org.uk) by **Sunday 17th May**.

Interviews will take place in London on **Thursday 4th June** (first stage) and **Wednesday 10th June** (second stage).