



JOB DESCRIPTION

Job Title	Senior Campaigner		
Department	Brand, Communications and Campaigns		
Reports to	Head of Public Engagement Campaigns		
Location	This role has a UK based contract and as such, you must have the right to live and work in the UK. You'll be required to work at your contracted office which will be one of; The Living Planet Centre, Woking, Surrey, GU21 4LL and will need to be able to commute to this location.		
Job Level	5		
Flexibility	WWF-UK operates a hybrid working arrangement with a minimum of 20% of contracted hours collaborating in-person with colleagues each month, with the balance being worked from home. Additionally, we have a flexible working policy which can be used to consider individual requests to tailor working patterns, whilst continuing to meet the needs of the role, team and organisation.		
Safeguarding Level	Level 2 - Basic DBS check, 2x employment references & sign declarations		
Hours	35	FTE	
Date	04/10/2024		

CONTEXT OF ROLE

At WWF, the world's leading conservation charity, we're working on solutions to the biggest challenges to help bring our world back to life.

Our public campaigns aim to inspire public action and demonstrate the public mandate for our advocacy objectives. We deliver large scale public campaigns that normalise action for nature and climate amongst the public, Government and Business, and shift the narrative to restoring nature as the only path to a better future.

The Public Engagement Campaigns team are responsible for delivering impactful campaigns and tactics which penetrate the daily lives of our target audiences. The team works with cultural and other partners, using behavioural science and marketing techniques to inspire action in target groups of supporters and wider society. We seek to transform all supporters' – including communities and young people's - motivations and capacity for continued involvement in our and their own campaigns so that WWF-UK has an active and diverse supporter base who can influence real world change.

The Public Engagement Campaigns team sits within the Campaigns, Education and Youth directorate and works closely with Policy Solutions and Advocacy to deliver their change objectives. The team also works with our Content, Digital, Brand and PR teams on films, digital content and experiences to ensure our activations are in line with our strategy and values and at the scale to cut through and deliver change.

MAIN PURPOSE AND SCOPE OF THE JOB

The Senior Campaigner role is for a confident campaigner, used to working in a fast-paced organisation and who can design and deliver impactful campaigns. The role is responsible for developing and launching campaigns that mobilise and engage our supporters, the wider public and businesses to create the conditions for leaders to act. The Senior Campaigner will bring their experience of campaigning in political and/or public contexts to the role, using their creativity to engage target audiences with a clear strategy and tactical executions.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

- Plan, build and launch sector-leading, large-scale online and offline change campaigns that inspire people and politicians to act.
- Develop creative ideas for campaigns, including ways for our target audiences to show their support, and generating achievable ideas that will get cut through and generate impact with mass public audiences.
- Identify the information and assets we need to evidence the changes we are seeking, working with our policy, advocacy, communications and science teams to commission external reports and other assets to influence key stakeholders.
- Ensure our campaigns meet our audience where they are, by taking an audience-first approach. Commission and interpret audience research and apply your insight to develop audience-appropriate, high impact tactics and messaging.
- Identify and respond to rapid-response campaign opportunities in response to the days' events or political context. Develop campaign tactics informed by public trends.
- Monitor the impact of our campaign activations, so that we course correct during a live campaign to maximise impact and meet audience needs.
- Give our campaigns greater reach and impact by influencing external organisations and high-profile people to support our campaigns. Develop proposals for high profile individuals. Develop and maintain relationships with cultural partners and networks within and beyond the environment sector.
- Support and sometimes lead matrix project delivery teams across WWF UK, including devolved offices.
- Support the development and delivery of fundraising proposals to scale and increase our impact.

PERSON SPECIFICATION

EXPERIENCE, QUALIFICATIONS & KNOWLEDGE

- Confident campaigner, ideally with a mix of political and mass engagement experience, demonstrated by multiple examples of impact. Knowledge of how to use mass campaigning and / or organising and the media to influence change.
- Experience in developing and delivering campaigns content across a spectrum of channels including social, email, web, paid and organic media.
- Politically astute, with a practical understanding of parliament and how to influence politically via a range of routes (public, advocacy, business advocacy).
- Publicly astute, with an understanding of what motivates and influences audiences to take action.
- Experience of using audience insights to develop campaign tactics and strategies.
- Effective project manager: able to plan, brief, and manage multiple projects at once, identifying critical gaps, managing risks and applying lessons learnt.
- Experience of working in complex multi-skilled teams, including experience of influencing without authority.
- Understanding of the opportunities and challenges that arise from working on campaigns across the whole of the UK, including in Scotland, Wales and / or Northern Ireland.

SKILLS AND COMPETENCIES

- Strategic and analytical thinker – able to interrogate policy, advocacy and education plans and identify campaigning approaches to achieve their objectives.
- Commitment to and prior experience of building equitable, diverse and inclusive campaigns. Actively seek diverse inputs and inclusive approaches, delivering diverse, relevant and impactful ideas for campaigns.
- Excellent critical thinking skills; enjoys solving complex problems by developing opportunities, ideas and creative solutions.
- Analytical and data savvy, with an ability to set appropriate KPIs and see trends and insights within complex data. Adept at turning data analysis into clear recommendations.
- Effective communicator: proven ability to write and speak articulately and compellingly, persuasively. Accomplished in briefing and sometimes writing messaging and copy for a variety of channels and audiences to drive engagement and inspire action.
- Project management skills with ability to understand project management principles and tools, and utilising them to plan, track objectives, monitor budget, manage risks.
- Ability to inspire and motivate colleagues to achieving challenging goals through personal leadership.
- Ability to take decisions and make recommendations in complex and fast-moving situations.
- Strong interpersonal skills and ability to successfully manage complex and sensitive organisational relationships to achieve cross-organisational goals.

- Excellent organisational and time management skills; diligent and professional.
- Collaborative, adaptable, agile, proactive and driven; willing to develop the role as necessary, working autonomously.
- Open to giving and receiving challenging viewpoints; resilience and tenacity whilst recognising the need for self-awareness and the impact of actions on others.

WWF-UK'S VALUES

WWF-UK's values are: Courage, Integrity, Respect, and Collaboration. These values should be embedded in your work and behaviour, and any associated policies and processes adopted consistently.

WWF UK are committed to an inclusive and accessible recruitment process. As a Disability Confident Employer, we acknowledge that some candidates may require additional support to overcome barriers experienced during the application process. If you require any reasonable adjustments to support your application or interview, please reach out to the Talent Acquisition team via recruitment@wwf.org.uk.

This document sets out key responsibilities of the role and is not intended to be an exhaustive list of tasks and duties. We reserve the right, at our sole discretion, to reasonably vary the responsibilities from time to time depending on the needs of the organisation without changing the level of the role.