

JOB DESCRIPTION AND PERSON SPECIFICATION



Post:	Campaigns Officer
Salary:	£29,916 per annum pro rata (AP5, Point 31) plus 6% pension
Duration:	Temporary post until March 2021 (with possibility of extension)
Hours:	28 hours per week

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REPORTING TO: the Director

JOB PURPOSE

To lead the development of the Poverty Alliance's campaigning activity, in particular the coordination of Challenge Poverty Week, as well as contributing to the ongoing development and engagement in campaigning work around social security, in-work poverty and public attitudes to poverty.

JOB BACKGROUND

The Poverty Alliance is the national anti-poverty network in Scotland, with a membership base including representatives from the community and voluntary sectors, trade unions, faith groups, statutory bodies and others. We are financially supported by the Scottish Government, local authorities and charitable trusts.

Set up in 1992, the Poverty Alliance has a long track record of working with individuals and communities facing poverty to take action against poverty and to influence the development of policy solutions to poverty and social exclusion. Our key strategic priority is to influence the development of policies and practice that address poverty. We do this in a variety of ways: influencing work with politicians and policy makers at local and national levels, organising campaigns and lobbying activity, capacity building work with civil society organisations and people living on low incomes, producing evidence on the impact of poverty, direct work with service providers and employers to change practice to reduce poverty. The Campaigns Officer will join our small policy and campaigns team and will work across a range of issues and initiatives. In addition to supporting the coordination of our Challenge Poverty Week initiative, the Campaigns Officer will also contribute to the development and delivery of the next phase of the Alliance's campaigning work on stigma and public attitudes to poverty, our work around social security, and our campaigns work on in-work poverty.

The Poverty Alliance launched Challenge Poverty Week in 2013 to help raise awareness about poverty in Scotland and to provide an opportunity for organisations across Scotland to show what they are doing to address poverty. Since then, the campaign has been informed by research into public attitudes towards poverty and the most effective ways to build support for structural solutions. It is a central campaign for the Poverty Alliance and our members, and a key part of our work to reshape the narrative about poverty in Scotland. In 2019 more than 350 organisations were involved, with around 460 activities undertaken. The coordination of Challenge Poverty Week will be a key element of the Campaigns Officer role.

Social security is central to our campaigning efforts to address poverty in Scotland. We are active members of the Scottish Campaign on Rights to Social Security and played a leading role in securing the new Scottish Child Payment. We have also engaged in a range of campaigning activities around the adequacy of social security benefits. Social security will remain a key part of our campaigning work, with increased opportunities to make change at the Scottish level, as well as a continued need to engage at the UK level. Linked to the issue of social security is the question of public attitudes to poverty, and the problem of the stigma that people living on low incomes often experience.

In addition to social security and attitudes to poverty, the Poverty Alliance has been engaged in issues of in-work poverty for some time. We led on the launch of the Scottish Living Wage Campaign in 2007. Living Wage Scotland, our partnership with the Living Wage Foundation, has accredited more than 1,300 employers. Despite this progress, there is still much to do to ensure that the issue of in-work poverty remains high on the political agenda.

We are looking for a campaigner with a strong commitment to social and economic change that will reduce poverty and inequality. As well as having a strong understanding of the policy and political context, the job will require a creative individual who understands how to change the narrative on poverty and how we shift behavior in relation to stigma. They will be experienced in applying the tools and resources available to campaigners in innovative and engaging ways. The post will require an individual with excellent networks in civil society and the ability to develop contacts in new areas.

This post is being created in the Alliance at a time when we are refocusing our policy, research and campaigning activities, resulting in a new level of support for our campaigning activities. The post will initially be fixed term until March 2021, although we hope to generate additional income to maintain and expand the post in the future.

JOB DESCRIPTION

Main duties are to:

1. To lead the development of the Poverty Alliance's campaigning activity in line with agreed work plans.
2. To co-ordinate the Poverty Alliance's Challenge Poverty Week initiative, including the evaluation of the Week.
3. To lead on the development and delivery of the Poverty Alliance's campaign activities in areas such as social security, stigma and attitudes and in-work poverty.
4. To support our members, and people with experience of poverty, to engage in our campaigns activity.
5. Work with members of the Policy and Campaigns staff to develop campaign strategies in support of our policy positions.
6. To work with the Communications Officer to maintain and develop web-based campaign materials with up to date and relevant information on the Poverty Alliance's activities.
7. To contribute to maintaining and developing the social media profile of the Poverty Alliance and our campaign activities through twitter, Facebook, etc.
8. To develop campaign actions and activities to build support for the Poverty Alliance's policy positions.
9. Contribute to the work of the staff team through attendance at staff meetings and other events
10. To carry out other tasks and duties as required

PERSON SPECIFICATION

Essential Criteria

1. Experience of working in campaigns at the local and/or national level to mobilise organisations and individuals to affect change.
2. Knowledge of issues around poverty in Scotland and the UK, in particular issues related to poverty and stigma, in-work poverty and social security.

3. A good understanding of the current policy and political context for anti-poverty activity in Scotland and the UK.
4. Experience of using online tools including social media in campaigning contexts.
5. The ability to understand and synthesize complex information (e.g. statistics, policy debates etc.) and to articulate these in a simple and accessible way.
6. Strong knowledge of the community and voluntary sector, and broader civil society in Scotland.
7. Excellent communication skills both written and verbal.
8. Excellent networking skills.
9. The ability to effectively manage and prioritise a busy workload
10. Manage volunteers and placements as required.
11. Able to work as part of a team and a commitment to the values of the Poverty Alliance.

Desirable Criteria

1. Experience of working alongside people living on low incomes, community activists and others on social change campaigns.
2. Experience of project management
3. Experience of working with the media
4. Skills in digital content creation, e.g. video editing and graphic design.