



the
**POVERTY
ALLIANCE**

WORKING TOGETHER TO COMBAT POVERTY

Floor 3, 94 Hope Street
Glasgow
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Post	Campaigns Officer
Salary	£31,431 pro rata per annum.
Duration	1 year (with likelihood of extension)
Hours	21 hours per week
Location	Glasgow, with hybrid working
Line Manager	Policy and Campaigns Manager
Line Reports	None

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 of campaigning work around social security, in-work poverty, public services and attitudes to poverty.

JOB BACKGROUND

The Poverty Alliance is the national anti-poverty network in Scotland, with membership including representatives from the community and voluntary sectors, trade unions, faith groups, statutory bodies and others across civil society. Our members, the Scottish Government, local authorities and charitable trusts financially support us to carry out our work.

Established in 1992, the Poverty Alliance has a long track record in working with individuals and communities to take action to address poverty. We have sought to put participation, of both individuals experiencing poverty and organisations in our network, at the heart of our programme and project work.

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 lead the ongoing delivery of other campaigns such as *Everyone Aboard*.

JOB DESCRIPTION

Key Responsibilities are:

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 its evaluation
3. To lead on the development and delivery of the Poverty Alliance's campaign activities, including ongoing campaigns like *Everyone Aboard*
4. To support our members, and people with experience of poverty, to engage in and to help shape our campaigns priorities and activities
5. To 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 campaign materials with up to date and relevant information on the Poverty Alliance's activities
7. To represent the Poverty Alliance at external events, including speaking at conferences, panels, etc.
8. To contribute to maintaining and developing the social media profile of the Poverty Alliance and our campaign activities
9. To develop campaign actions and activities to build support for the Poverty Alliance's policy positions.

General responsibilities are:

- To ensure compliance with the Poverty Alliance governance procedures, our values, policies and guidelines.
- Contribute to a positive working environment in which equality and diversity are valued.
- Contribute to the work of the staff team through attendance at staff meetings and other events
- To carry out other tasks and duties as required by the Campaigns Officer

PERSON SPECIFICATION

Essential Experience

1. Experience of working in campaigns at the local and/or national level to mobilise organisations and individuals in order to create change
2. Experience of using online tools, including social media, in campaigning contexts
3. Experience of project management and evaluation

Essential Knowledge, Skills and Attributes

1. Knowledge of issues around poverty in Scotland and the UK
2. A good understanding of the current political context for anti-poverty activity in Scotland and the UK
3. Demonstrable knowledge of the third sector and broader civil society in Scotland
4. Excellent written and verbal communication skills
5. Excellent networking skills.
6. Able to effectively manage and prioritise a busy workload
7. 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 working with the media
3. Skills in digital content creation, e.g. video editing and graphic design