



job pack

CAMPAIGNS OFFICER

Ramblers

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The Ramblers' Association is a registered charity (England & Wales no 1093577, Scotland no SC039799) and a company limited by guarantee, registered in England & Wales (no 4458492). Registered office: 1 Clink Street, 3rd Floor, London, SE1 9DG.





INFORMATION FOR APPLICANTS:

What we do

The Ramblers open the way for everyone to enjoy the simple pleasures of walking. And we step up to protect the places we all love to wander.

When you join the Ramblers team, you're joining a talented, dedicated group of people with a passion for walking and the outdoors. Every one of us has a commitment and resilience to bring ambitious plans to life and a huge appreciation for the volunteers, members and supporters who help us make it happen.

Since 1935, we've been doing everything we can to make sure everyone everywhere can enjoy nature on foot. Today we're Britain's biggest and most vibrant walking community too.

We lead the way, and the walks, for a community of over 100,000 walkers. And we help thousands more every year find their feet out in the open to boost their wellbeing naturally.

The Ramblers is a charity dedicated to removing barriers so everyone can enjoy walking in green spaces and to preserving and improving over 180,000 miles of well-loved paths, tracks and trails across England, Scotland, and Wales. We're committed to campaigning to keep our countryside open to all and to fighting for the things that matter most to walkers.

Our successes

We fought to establish National Parks and National Trails – and we won. And we successfully campaigned for everyone to enjoy Britain's coastline on foot. We've helped open up vast swathes of the British countryside which was out of bounds, and we made sure laws were amended and added to keep it that way.



Our future focus

There's still more to do. So, we continue to secure support from government and help construct national and local policies and programmes to build a future fit for everyone everywhere to walk outdoors. We keep on engaging communities and organisations across England, Scotland, and Wales to help us achieve our ambitions. And we're opening up a world of walking opportunities for even more people. You can read our vision and strategic framework here.

Together, we achieve much more.

While we're a small staff team, we achieve big things with the help of people who believe in our cause, like our members, volunteers, campaigners, funders, and partners. Together, we've already achieved significant success and we have ambitious plans for the future.

How we are run

As a charity, the Ramblers is governed by a board of trustees which comprises up to 15 members. Collectively the trustees are responsible for strategic oversight of the organisation and ensuring that our range of activities support our charitable purposes.

In addition to local Groups and regional Areas across Great Britain, under our devolution agreements, substantial authority is devolved to Ramblers Scotland and Ramblers Cymru.

Volunteers

Volunteers are our driving force. Without their hard work and dedication, we simply wouldn't exist. Some 22,000 people generously give their time come rain or shine, to make a difference to the things that matter most to walkers.

The team

The Ramblers has a staff team of around 100 people based at home or who work from our offices in London, Edinburgh, and Cardiff



Values

Our values are the core principles that guide us in how we deliver our goals and by living our shared values we can ensure the Ramblers is an organisation to be proud of. Our values are: inclusive, inspiring, empowering and responsible.

Our Compensation and Benefits

- Competitive base salary and annual incremental pay rise (post probation)
- Free Ramblers membership on joining
- Flexible working
- Pension contribution
- Season Ticket loan
- Christmas office closure (in addition to holiday allowance)
- 25 days annual leave, plus bank holidays
- Perk-box (discounts, freebies and online resources)
- Eye Care Vouchers
- Employee Assistance Programme and online GP access.



Role Profile

Job Title: Campaigns Officer		Responsible to: Senior Campaigns Officer
Department: Policy & Advocacy	Division: Operations & Advocacy	Responsible for: No formal line management line duties but may be required to manage interns, volunteers and consultants
Contract: Permanent		Full Time 35 hours a week
Band: 3 Salary: £26,000-£32,000 per annum		Location: Hybrid - Homeworking/London office (at least once per month in the office)
<p>Purpose of Role:</p> <p>As the campaigns officer, you will enable the Ramblers to campaign for improved public access to natural environments, positioning ourselves as a strong and influential advocate for a country designed for walking.</p> <p>Key Responsibilities:</p> <ol style="list-style-type: none"> 1. Together with the senior campaigns officer, develop effective campaign strategies, in consultation with appropriate internal and external stakeholders e.g. policy & advocacy team members. 2. Identify and develop effective and close working relationships with colleagues across the advocacy and engagement team, as well as with key influencers, stakeholders and decision makers at national, regional and local levels e.g. local authorities, MPs and partner organisations 3. Develop campaign materials and resources, for example online toolkits and template letters to MPs, to enable a diverse range of audiences to engage with the Ramblers' campaigns 4. Administrate Ramblers policy campaigns by scheduling activities, managing planning documents and processes, keeping records, producing evaluation reports, and communicating plans internally 		



5. Manage public affairs by monitoring Parliament and government to identify opportunities for advocacy and keeping track of engagement
6. Track engagement with external stakeholders
7. Manage documents and filing, ensuring records are kept of campaign activity, policies and plans
8. Organise and manage campaign events, in collaboration with relevant colleagues
9. Support campaign project groups to ensure their smooth operation by managing reporting, organizing meetings and filing documents
10. Monitor social media for opportunities for advocacy, and propose communications
11. Support engagement with Ramblers supporters and volunteers by managing the campaigns email inbox, responding to queries, and managing campaign communications and engagement with this audience including organizing meetings when necessary
12. Data management responsibility to keep the Engaging Networks database up to date with campaign-related data

Decision-making

The post holder will be required to support and organize campaigns relating to advocating Ramblers policies on walking, access and countryside issues. They will make recommendations and decisions which will significantly affect the organisation's ability to meet key business plan objectives as well as external perceptions of the Ramblers amongst key audiences including decision makers, stakeholders and volunteers.

Guidance will be available from the Senior Campaigns Officer for agreeing priorities and allocation of resources, as well as signing off external communications and proposed campaign activity, reviewing work quality and in reconciling cross-functional issues.

The post holder will work closely with the Policy Officers to propose, support and monitor policy campaigns.



Analysis and initiative

The post holder's work will be guided by Ramblers business plan objectives, strategic framework and policy strategies. They will monitor the external policy environment for opportunities for influence, suggest campaign activities, and manage the scheduling and operation of our policy campaigns.

The post holder will be required to find creative solutions in their day to day work in order to solve problems and improve the organisation's effectiveness at influencing national debate.

Communicating

The post holder will use written and verbal communication skills to engage in dialogue with a range of internal and external contacts. They will often be required to frame an issue or argument and tailor communications to audience needs and views in order to influence the views of others.

The post holder will be responsible for tracking stakeholder communications and scheduling campaign activities including communications.

People

The post holder has no direct line management responsibility but may be formally responsible for coordinating the work of others, including volunteers, interns and consultants.

The post holder will be expected to take a collaborative approach within the policy and advocacy team and across the organisation, and to represent the Ramblers on issues outside of the access and countryside briefs when required.

Resources

The post holder may be given delegated responsibility for managing projects with associated budgets and/or physical assets. They will also be required to provide guidance and advice to others on budgetary or income generation issues, as well as contribute to planning processes relating to the allocation of divisional resources and budgets.



Knowledge, skills and expertise

Essentials:

- Demonstrable experience of campaigning and influencing change
- A proven ability to build effective relationships with colleagues, volunteers, supporters, partners, stakeholders, politicians and decision makers.
- Ability to multi-task and manage time effectively, prioritising own workload.
- A strong communicator with the ability to transform complex issues and policy approaches into simple messages and 'campaigning asks' to volunteers and the public.
- Ability to contribute creative ideas and 'out of the box' thinking.
- Experience of campaigning through digital channels.
- Good knowledge of political processes and methods to influence government
- Experience of working with decision makers, broad understanding of the workings of central and local government, and strong political nous
- Strong interpersonal skills, with experience of building and maintaining relationships with external organisations, and knowledge of the access and countryside sector
- Team player, with experience of using engagement techniques, a broad appreciation of campaigning and communications, and demonstrable ability to work collaboratively across a voluntary sector organization

Desirables:

- Experience of bringing together and working well with a variety of disciplines, from policy, advocacy, communications and fundraising, to create engaging campaigns
- Previous use of Engaging Networks e-campaigning tool.
- An interest in walking and an affinity with the Ramblers' charitable objectives and Mission



Application Process

Candidate Application Information

Send us your CV and a cover letter summary of why you think you have the skills and experience for this role to recruitment@ramblers.org.uk by Wednesday 16th March 2022.

We will review all applications and confirm by email whether we are going to be taking you through to interview stage. Shortlisted candidates will hear w/c 21st March 2022. If you do not hear from us within four weeks of the closing date, please assume that you have not been shortlisted. You can contact the recruitment team at recruitment@ramblers.org.uk if you want to check on your application.

By submitting your application, you are declaring that the information provided is true and correct. Any wilful dishonesty in the information provided in your application may render for refusal of this application or immediate termination of employment.

Equality, Diversity, and Inclusion.

The Ramblers welcome all sections of the community to work with us to achieve our vision. All applicants will have fair and equal access to recruitment and selection opportunities based solely on their abilities.

Please feel free to replace your name with a fruit and colour (e.g. Red Apple, Green Raspberry) in support of our 'anonymous recruitment campaign' to eliminate bias in the recruitment process.

Please also complete our Equal Opportunities Monitoring form by downloading from the jobs section of our web page <http://www.ramblers.org.uk/jobs.aspx>

If you have a disability, which you would like us to consider, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.