



**ramblers**  
at the heart of walking

## Head of Policy, Advocacy & Campaigns



## **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 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 over 100 people based at home or who work from our offices in London, Edinburgh, and Cardiff. We have six main Directorates:

**The Chief Executive Office** provides overall leadership to the organisation, supports the trustees and manages the charity day-to-day, ensuring it's governed effectively.

**Operations & Advocacy** lobbies and advocates on behalf of walkers, campaigns to bring about change. In addition the team also helps more people get out walking more often through member and non-member products and services such as group walks, self-guided routes, and path maintenance activities.

**People & Organisation Development** consists of not only the HR function but the Volunteering specialists, who manage and support our many volunteers across the organisation.

**Income & Fundraising team** deliver long-term, sustainable income and growth to deliver our mission. They form and nurture valuable partnerships with Ramblers' members, individual supporters, corporates, trusts, statutory bodies and manage our society lottery. In addition, they are responsible for the Ramblers brand and external communications channels to raise our public profile.

**Finance, Performance and Impact** drives better ways of working through providing financial support, designing, developing, and deploying data and digital solutions, as well as managing every aspect of our IT.

## Job Profile

<b>Job Profile Title:</b> Head of Policy, Advocacy & Campaigns	<b>Responsible to:</b> Director of Operations & Advocacy
<b>Department:</b> Operations & Advocacy	<b>Responsible for:</b> Advocacy Team (4 direct reports)
<b>Contract:</b> Permanent	<b>Hours:</b> Full Time
<b>Band:</b> 6	<b>Location:</b> Hybrid - Homeworking/London office
<p><b>Purpose of the role</b></p> <p>The Ramblers is looking for an exceptional leader to develop and deliver an impactful programme of policy, public affairs, and advocacy campaigns to create a country where everyone has the freedom to enjoy the outdoors on foot.</p> <p>This is a great opportunity to play a major role in shaping the future direction of the Ramblers at a time when walking and access to nature has never been so important, helping us to influence change and reach out to a new and more diverse audience of walkers.</p> <p><b>Key responsibilities</b></p> <ul style="list-style-type: none"> <li>• Lead on the Ramblers’ Policy, Public Affairs and Advocacy Campaigns programme.</li> <li>• Ensure our advocacy campaigns have a clear focus, a strong and engaging narrative and respond to the external context.</li> <li>• Oversee our political affairs work in Westminster ensuring our campaigns are seen and heard by those in government and by other key decision makers.</li> <li>• Act as a lead spokesperson and develop key strategic external relationships.</li> <li>• Manage a high performing team with excellent levels of well-being and engagement.</li> </ul> <p><b>Policy and Public Affairs</b></p> <ul style="list-style-type: none"> <li>• Work with the policy and advocacy team to establish and implement an active policy and public affairs programme to engage with key decision makers.</li> <li>• Utilise strong public affairs skills to influence change and further the Ramblers’ mission.</li> <li>• Provide advice to the Director of Operations and Advocacy and Senior Leadership Team on policy and political issues.</li> <li>• Represent the organisation at high level meetings with government departments, politicians, and other key stakeholders.</li> <li>• Identify gaps in our knowledge or activity that affects people walking, working with stakeholders to identify solutions and commissioning research.</li> <li>• Work with colleagues in Scotland and Wales to develop robust and complementary policy calls across the three nations.</li> <li>• Work with brand and marketing colleagues to creatively utilise our policy and advocacy work to generate growth and awareness of the Ramblers.</li> </ul>	

## **Campaigning**

- Lead on Ramblers' advocacy campaigns - influencing public and political opinion, mobilising support, and changing policy, across national and local governments.
- Develop advocacy campaigns that engage with a larger and more diverse audience.
- Work with brand and marketing colleagues to develop the organisation's overall approach to integrated public campaigns and drive awareness and engagement.
- Work with colleagues in Scotland and Wales to develop GB-wide and national influencing campaigns that promote the mission of the Ramblers and generate engagement.
- Work closely with the local advocacy team to ensure our national campaigning supports our local campaigning and legal casework.

## **Partnership Working**

- Identifying opportunities to work in partnership and in coalitions with organisations and individuals in developing policy responses and progressing influencing objectives.
- Furthering good relationships and broadening networks of influence with key opinion formers and decision makers to further the organisation's influencing aims.
- Work creatively alongside engagement and volunteer development colleagues to engage Ramblers' volunteers in our policy and campaign work.

## **Communications**

- Act as a senior spokesperson for the organisation on policy, political and campaigning issues.
- Be a credible and authoritative representative of the charity at meetings, events and in the media.
- Manage the production of high-quality policy outputs including briefings, consultation responses and reports.
- Ensure the team provides rapid responses to external developments, such as Government announcements, media enquiries and requests for briefings.
- Approve the policy content of key Ramblers' communications including press releases, campaign materials and fundraising mailings.
- Work with brand and marketing colleagues to enable our brand and purpose to be at the forefront of relevant national debate.

## **Leadership**

- Lead and support the policy and advocacy team to excel, balancing high-quality day-to-day outputs with a long-term strategic vision.
- Be a role model for excellence in management and coaching, creating an inclusive and trusting environment for the team that enables growth and personal development.
- Ensure performance targets and standards for line reports are established, communicated and met.
- Provide regular reports on the team's activity and outcomes to Director of Operations and Advocacy and Senior Leadership Team.

## **Budget Management**

- Be responsible for setting, forecasting, amending, and monitoring budgets.
- Develop business cases and reports on spending, justifying any variances.
- Manage external contracts and ensure best value.

## Person Specification

- A proven strategic leader, capable of building trust in teams and amongst colleagues.
- Substantial senior-level influencing and public campaigning experience with a track record of devising and delivering successful high-impact influencing campaigns.
- Excellent advocacy, negotiation, and communication skills with a proven ability to influence a range of stakeholders, particularly with government departments, politicians, and policy makers.
- Experience of representing an organisation at high-level meetings and as a media spokesperson.
- Ability to work collaboratively and bring together partners around a common cause to effect change.
- Solution-focused and practical, encourages teams across the organisation to work together.
- Able to understand and process a wide range of views, whilst remaining focussed on the overall goal.
- Experience of the interface between policy, advocacy, and income generation.
- Experience of working with volunteers in a policy and advocacy context.
- Budget management experience.
- A clear commitment to the vision and values of the Ramblers.
- Flexibility to work in the London office when required.

## Terms of Appointment

<b>Salary</b>	The salary range for this role is £51,000-£56,000 per annum
<b>Location</b>	Hybrid role - based from home with regular working days at the London office when required.
<b>Pension</b>	We offer a contributory pension scheme
<b>Annual leave</b>	25 days annual leave, plus bank holidays and additional office closure at Christmas
<b>Working hours</b>	35 hours per week, Monday to Friday.
<b>Additional Benefits</b>	Season ticket loan; Ramblers' Membership, Access to Perkbox – includes 200 exclusive perks and benefits; Employee Assistance Programme and online GP access.

## 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](mailto:recruitment@ramblers.org.uk) by 22<sup>nd</sup> September 2021.

We will review all applications and confirm by email whether we are going to be taking you through to interview stage.

Interviews will take place on Zoom or in London on the 30<sup>th</sup> September to the 1<sup>st</sup> October.

## Equal Opportunities

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.

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.

### **Guidance for CV and cover letter submission**

Please send an up-to-date relevant CV including contact details of two referees. Note: - we will only take up references after we make a conditional job offer.

Providing a covering letter is the most important part of your application. It should be used to tell us how you think you meet the selection criteria listed on the knowledge, skills and expertise section of the job description. Draw particular attention to experience, skills, achievements and knowledge gained in past employment or other activities which are relevant to the job. The cover letter should be a maximum of two pages.

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>

It is our intention to appoint the best candidate for every vacancy in accordance with our Equal Opportunities Policy. To do this fairly, within the overall recruitment process at stages throughout the process we will need all candidates to provide relevant information about themselves. This information should be based on the criteria listed in the enclosed person specification and which are regarded as essential to the job.

We regret that we are unable to acknowledge receipt of applications but contact HR team on [recruitment@ramblers.org.uk](mailto:recruitment@ramblers.org.uk) if you want to check your application has been received. If you do not hear from us within four weeks of the closing date, please assume that you have not been shortlisted.