Position details: Policy and Campaigns Lead

<table>
<thead>
<tr>
<th><strong>How to apply</strong></th>
<th>Send your CV (max 2 sides A4) with a covering letter (max 1 side A4) saying what you would bring to the role to <a href="mailto:jobs@globalactionplan.org.uk">jobs@globalactionplan.org.uk</a></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Deadline</strong></td>
<td>Midday Friday 12 April 2019</td>
</tr>
<tr>
<td><strong>Interviews</strong></td>
<td>23-26 April 2019</td>
</tr>
<tr>
<td><strong>Start Date</strong></td>
<td>Please advise your earliest start date in cover letter.</td>
</tr>
<tr>
<td><strong>Salary</strong></td>
<td>£40,000 - £45,000 pro rata - dependent on experience</td>
</tr>
<tr>
<td><strong>Contract type</strong></td>
<td>Flexible: permanent (PAYE) contract or possibility of freelance if part-time</td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td>Flexible: part-time 3d/wk – full time 5d/wk (35hrs)</td>
</tr>
<tr>
<td></td>
<td>Core office hours: M-F, 10am - 4pm</td>
</tr>
</tbody>
</table>
| **Annual holiday & benefits (pro rata):** | <N.B not applicable if a freelance arrangement)  
25 days and UK public holidays  
2 duvet days  
2 volunteering days |
| **Work location**| Main office at 9-13 Kean Street, WC2B 4AY but opportunity to work flexibly from home                                           |

**About us**

Global Action Plan is a charity that helps people live more sustainable lives by connecting what is good for us and good for the planet:

- We’re the people behind Clean Air Day, the UK’s biggest air pollution campaign. Tackling air pollution is not only good for the planet but good for our health too.
- We’re working with young people on new ideas about wellbeing and consumerism; that what makes them happier will at the same time be better for the planet.
- We make it possible for school children to take environmental action that has real impact today and that develops critical skills and values for leadership in the future.

Through our projects and collaborations, Global Action Plan enables people to see, believe and, crucially, act on the insight that what is good for us is good for the planet.
We are looking for a Policy and Campaigns Lead to help us to highlight drivers of hyper-consumption and the damage they cause to the wellbeing of society and the planet.

We are looking for an ambitious and dynamic campaigner to lead our policy and influencer work to shape an emerging dialogue on the links between hyper-consumption, climate change and mental wellbeing in young people.

We live in a highly consumerist society, in which young people have been brought up to equate more/bigger/flashier stuff with success. They are buying more and more in a ceaseless quest for an ever elusive and unattainable sense of satisfaction. Far from providing the emotional reward and comfort they are seeking, this relentless purchasing is in fact doing the opposite— the more they buy the worse they feel.

In high income countries, the carbon footprint and consumption of natural resources is out of control, fuelled by consumerist desires, stoked in turn by a global marketing spend that topped $1 trillion in 2017. Calling out the forces that drive hyper-consumption and supporting low-consumption and high-wellbeing lifestyles is critical; both in combating climate change and in reversing a spiralling mental health crisis.

We want to expose the “broken dream” and support young people to refuse to be pawns of consumerism, instead fulfilling their emotional needs in ways that are truly healthy for them and the planet.

This is a big topic and needs to be handled carefully to ensure that our youth audience are not made to feel blamed or guilty but instead are rallied to call out the fallacy of the system and the forces behind it and pursue a different course. Given the diverse range and deeply entrenched forces that drive consumption we also need to be very targeted in our influencing strategy to have a meaningful impact—we look forward to working with you to work out our plan of action.

Hello, is it you we’re looking for…

The right candidate will be excited to take on this new and controversial angle. They will bring proven experience of delivering policy change around environmental and social issues. They will also be confident in taking and developing new ideas which they are able to form into campaigns with clear asks and deliverables. They will be driven by seeing real and tangible change.

THE SUCCESSFUL CANDIDATE WILL BE:

- A passionate campaigner with knowledge of the environmental sector in the UK—both in Westminster, civil service and beyond, with proven track record in achieving media coverage and successful lobbying in this field
Experience of delivering successful campaigns in the UK, knowledge and experience of how to influence and work with UK politicians, and a keen sense of how to capitalise on political and media opportunities.

Highly motivated and creative; excited by new ideas and working on agitative but playful campaigns

Someone who makes things happen and is a source of energy and determination

**THEY SHOULD HAVE:**

- An understanding of the importance of evaluating progress made in our campaigning work and for this measurement to guide our next steps
- Well established project management skills and ability to deliver against deadlines
- A collaborative approach, constantly alert to how we build alliances and work with others to achieve our goals

**APPLICANTS SHOULD BE ABLE TO:**

- Work with a new and emerging issue
- Identify and appropriately target the key influencers in this emerging dialogue between environment and mental health, able to inspire conversations between previously unconnected areas of thought
- Shape realistic and achievable policy calls that deliver lasting change
- Represent and influence the evidence base around this topic, contributing to the core narrative
- Engage and mobilise support from business, NGOs and the public to influence policy development
- Upskill our team with the techniques involved in policy change, willing to share knowledge with less experienced member of the team and to work to develop others
- Flex and adapt as the evidence base continues to emerge, with the ideas driven approach required to make this unique campaign a success,

**Key skills and experience**

**THE SUCCESSFUL CANDIDATE WILL DEMONSTRATE:**

- Passion for environmental causes and experience of the environmental sector
- Work on at least 5 major areas of policy campaigns
- Using data to form an emerging evidence base
- Understanding of wide range of policy stakeholders with proven ability to map and strategically target
- A good range of contacts in the field
- Excellent writing and editing skills; accurate and with good attention to detail
- Working with social media in a professional environment
- Ability to work to a deadline and under pressure, willing to pull out all the stops when needed
- Experience in creating and running a wide range of campaigns
IN ADDITION, THE FOLLOWING ARE DESIRABLE:

- Campaigning work which involves youth facing issues and or in educational and or mental health/wellbeing fields
- An understanding of values and identity-based campaign design

Is GAP the right fit for you?
We are looking for someone who will enjoy the fun and mission driven culture at GAP. We deal with serious issues but take a positive approach to creating change.

Staff culture is incredibly important to us. We take great care to bring in people who reflect our values and who we know will thrive. If the below five values really resonate and you have the skills we are looking for then we’d love to meet you!

<table>
<thead>
<tr>
<th>Value</th>
<th>What this looks like</th>
<th>What we look for</th>
</tr>
</thead>
<tbody>
<tr>
<td>We challenge the norm</td>
<td>Radical change is needed. We dare to think big and re-imagine how we live and work; to bring about real shifts in human behaviour and tackle systemic issues not symptoms.</td>
<td>Creativity and passion for tackling big hairy environmental and societal issues. Ability to think big.</td>
</tr>
<tr>
<td>We inspire change</td>
<td>We are stubborn optimists, we have no room for apathy, blame or negativity. We inspire, empower and motivate change.</td>
<td>People who look for personal agency in a situation. The ability to listen, empathise and meet people where they are and bring them with them.</td>
</tr>
<tr>
<td>We get stuff done</td>
<td>We work hard to have a real impact in everything we do. We aren’t happy with talk, we want action, today.</td>
<td>Self-starters who are excited to propose their own direction and priorities - not just receive them.</td>
</tr>
<tr>
<td>We share openly</td>
<td>We are honest, straight talking and open. Whether data, ideas, projects or tools we seek to share and collaborate for bigger impact.</td>
<td>People who can see and share their weaknesses as well as their strengths. People who don’t hide behind others or jargon. An openness to alternative ideas and points of view.</td>
</tr>
<tr>
<td>We look out for each other</td>
<td>We care about the planet and also the people who live on it. We have fun on our mission and make sure that no one gets left behind along the way.</td>
<td>People who walk the talk in their personal and work lives. Relationship builders with great networks they can draw on for support and ideas.</td>
</tr>
</tbody>
</table>

BACKGROUND BROWSING:

- Global Action Plan website