**JOB DESCRIPTION AND ROLE SPECIFICATION**

**Policy and Campaigns Manager**

**ROLE PURPOSE**

The purpose of this role is to build our profile and influence with key decision makers in Norfolk in order to ensure that key policies in Norfolk become more nature positive, through a planned and structured advocacy programme complemented by reactive work as & when necessary. In addition, the role will liaise with national policy work conducted through RSWT and lead the team in the work they do responding to planning cases.

To proactively develop high profile, impactful campaigns that support nature’s recovery and inspire individuals and communities of all kinds to act for nature, influencing long-term behavioural change. The role will support the Trust’s 2030 strategic objectives by developing a bold, confident local voice that amplifies NWT’s profile and political influence.

To oversee our planning caseload, ensuring that our interventions in the planning system make the best use of our limited resources in order to achieve the maximum impact for nature.

**REPORTING TO:**

Director of Nature Recovery

**LINE MANAGEMENT OF THE FOLLOWING ROLES:**

* Advocacy and Planning Adviser
* Assistant Planning Adviser

**OTHER WORKING RELATIONSHIPS**

## Within the organisation

Directors, managers, staff, trustees and volunteers as well as staff at all levels as appropriate to the role.

Outside the organisation

Staff within other statutory agencies and voluntary organisations (including the Royal Society of Wildlife Trusts and other Wildlife Trusts), landowners and conservation related external groups.

**MAIN DUTIES**

**Operational Leadership**

* Provide clear, values-based operational leadership as a key member of the Operational Leadership Team. Model our leadership values and behaviours at all times;
* Ensure that an environment is created for all teams where people are able to bring their best to the Trust;
* Accountable for achieving clear delivery targets for the Policy & Campaigns Team and for shared targets across directorates.
* Management and development of a growing team to support strategy implementation, including overseeing work plans, budgets, and performance management.

**Partnership and Collaborative working**

* Lead and model collaboration across and outside the organisation, including (but not limited to):
  + Working closely with the other teams within and outside the directorate to develop and deliver policy and campaigns work
  + Working with the fundraising team and projects team to support the development of, and fundraising strategies for campaigns where appropriate
* To keep abreast of local, regional, national and international issues affecting wildlife in Norfolk, maintaining liaison with The Wildlife Trusts and our national developments, policies and initiatives

**Policy and Advocacy Work**

* To lead and develop a proactive approach to influencing local policy and planning issues in order to facilitate nature’s recovery in Norfolk
* To develop clear position statements relating to key issues or proposals of interest to nature’s recovery in Norfolk
* To lead the work in influencing local decision makers including council members, MPs, statutory bodies and others

**Planning Casework**

* Lead the work of the team on responding to strategic development plans, including Local Plans, SPDs, Area Action Plans, Neighbourhood plans and Green Infrastructure Plans.
* Lead the work on responding to planning casework from local authorities and consultations on other plans and projects from Environment Agency and Forestry Commission, utilities, IDBs, IFCA, and MMO, water companies and other statutory regulators.

**Campaign development and delivery:**

* Lead on the design and delivery of integrated strategic campaigns that support our strategy;
* Work closely with the marketing and communications team to develop strategically aligned messaging, campaign assets and communications plans;
* Project manage campaigns including managing timeframes and budgets, mobilising other teams, seeking collaboration opportunities with external partners, and measuring impact;
* Collaborate with volunteers, supporters, and stakeholders to amplify campaign impact;
* Write for a variety of platforms, translating complex conservation policy, scientific evidence and data for a variety of audiences;
* As required, act as campaign spokesperson for NWT
* Monitor and analyse campaign performance using key metrics and data insights and prepare detailed reports and recommendations to inform future campaigns and strategies.

**Finance & Resource Management**

* Ensure that all agreed organisational policies and procedures are understood and implemented by the Wilder Landscapes Team, paying particular attention to Health and Safety procedures and guidelines;
* Manage and oversee budgets responsibly and in line with our financial policies and procedures;

**Staff Management**

* Ensure staff are effectively managed and supported through regular meetings, setting and reviewing of work programmes and objectives, undertaking annual performance reviews, identifying and implementing training and professional development needs, ensuring that there is effective cover, high standards of discipline and professionalism at all times;
* Develop appropriate team culture through strong and clear leadership, encourage cross team working, initiative and innovation within a framework of clear standards;

**Other responsibilities**

* Undertake other ad hoc duties as reasonably requested by and/or agreed with the Director of Nature Recovery or CEO.

**PERSON SPECIFICATION**

**Essential:**

* Proven experience and ability in operational leadership and team management to ensure that staff achieve their maximum potential and to encourage performance and innovation
* A demonstrable ability and attitude to work corporately and cooperatively to build and maintain effective partnerships and relationships with stakeholders and partners and with colleagues within the organisation.
* A good understanding of policy and the political landscape in relation to the environment and nature recovery.
* A good understanding of the planning system, planning policy and other regulatory and statutory processes, including Biodiversity Net Gain and Nutrient Neutrality.
* Proven experience in policy and campaigning work in the conservation or other relevant sector
* Excellent, proven influencing skills;
* A solid understanding and technical knowledge of ecology and wildlife conservation issues and methods as they apply to Norfolk’s wildlife habitats;
* A strong commitment to nature conservation and the work of Norfolk Wildlife Trust.
* Good written and oral presentation skills and experience, including the ability and confidence to engage a variety of audiences, press and media.
* Strong organisational and administrative skills.
* Preparedness to work unsociable hours including occasional evening and weekend work attending meetings and achieving deadlines
* Current driving licence

**Desirable**

* Knowledge of or background in behavioural science or influencing behaviour;
* Competent in Excel and able to interrogate, analyse and disseminate accurate data;

**LIMITS OF AUTHORITY**

Take full accountability for the implementation of team objectives and programmes, liaising with the Director regarding direction and priorities

Sign purchase orders and commit expenditure to agreed limits.

**HEALTH AND SAFETY**

Attached with contract.

**RISK ASSESSMENT**

Provided with employment contract. Reviewed annually as part of Annual Appraisal.