

WASPI Steering Group Member: PUBLIC CAMPAIGNING

Role Description + Person Specification

Background:

WASPI (Women Against State Pension Inequality) was started in May 2015 by five women who decided to campaign for transitional pension arrangements for women born in the 1950s (after 6 April 1951), who have been affected by the impact of changes in their state pension age.

The initial effort has grown into a huge national campaign (see www.waspi.co.uk) and in August 2016 it was decided that the campaign had become too big to be 'managed' by just five women and that the time had come to set up a proper structure.

The first step in the process is to recruit individuals from a number of backgrounds who are able to offer their skills, experience, time, commitment and enthusiasm to WASPI as volunteers and to form a Steering Group that will take the Campaign forward.

It is envisaged that the Steering Group will have members with skills/experience in the following areas:

- Political: lobbying, campaigning
- Public campaigning
- Research
- Legal
- Communications: media, social media
- Marketing, PR
- Organisational/volunteer development
- Finance
- Fundraising
- Secretarial: incl. company secretary

In addition, the Steering Group will have a number of representatives of WASPI Local Group Co-ordinators – as elected by the Co-ordinators.

The recruitment process will be conducted in accordance with equal opportunities guidelines.

Role Description: PUBLIC CAMPAIGNING

The successful applicant will:

- Take the lead on developing a public campaigning strategy with high profile national awareness raising/protest events and co-ordinated local events incl. timelines and projected outcomes
- Organise protest events - liaising with Political Steering Group Member and Comms Steering Group member – aimed at Parliament. Events to range from letter writing campaigns to demonstrations, rallies, etc – aiming for mass participation

- Organise national but locally-based events (such as the National Day of Local Action) in order to raise profile and funds for the Campaign – liaising with Political/Fundraising/Comms Steering Group members and Local Groups Reps
- Develop Campaign Activities Information Packs for WASPI Local Groups with examples of local campaigning, local event organisation – incl. H & S guidance, public liability, media, etc. – in conjunction with other Steering Group members
- If deemed necessary/advisable by Steering Group set up a Public Campaigning sub-group with a variety of skills to take on different aspects of the public campaign strategy
- Prepare monthly written progress reports for the Steering Group

Person Specification: PUBLIC CAMPAIGNING

The successful applicant will:

(Essential)

- Have good all-round experience of major event planning
- Be capable of delegating and recruiting and managing volunteers to assist with the various aspects of event planning and organisation
- Have the ability to 'harness' other people's skills and goodwill into positive action
- Be fully committed to the aims of the Campaign
- Have excellent communication skills – both written and verbal
- Be able to work in a 'democratic environment' where group decisions may from time to time override personal opinions and advice
- Have an average of approx. 10 hours a week available to contribute to the campaign
- Will be available for regular Skype calls with other Steering Group members

(Desirable)

- Have previous experience of campaigning
- Have a background in the not-for-profit sector
- Have a sense of humour, grit and determination