

## **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](http://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