

Campaigns and Policy Manager Scotland

Job Description and Responsibilities

Reports to:	Head of Advocacy and Campaigns
Direct Reports:	None
Location of role:	Based in Scotland, working remotely
Contract:	Initial 12 month contract, renewable subject to funding
Salary:	£30,000

Purpose of Role:

Collaborative campaigning by active travel groups including Cycling UK, through the Walk Cycle Vote campaign, has already led the Scottish Government to double its spending on active travel. To encourage and support people to get riding, Cycling UK also has a well-established cycling development officer team who work across a range of different projects in local communities, Cycling UK members, volunteers and network of supporters are vital to our work, and there are nine Cycling UK member groups in Scotland as well as a large community cycling network, with over 100 Cycling UK affiliated groups across the nation.

The Campaigns and Policy Manager is a new role intended to build on the engagement and influencing already undertaken in Scotland. The successful candidate will be expected to lead on Cycling UK's campaigning and policy work in Scotland and reporting to Cycling UK's Head of Campaigns and Advocacy.

For campaigns this will require collaborative work with partner organisations and campaign groups / volunteers, liaising closely with other Cycling UK staff working in Scotland. For policy work this will require similar collaboration and liaison, plus engagement with Cycling UK's Associate Director of Policy. Utilising input from the Head of Development Scotland, both the policy and campaigns elements will require landscape planning to scope and identify future opportunities and priorities for campaigning, lobbying, engagement and policy influencing.

Whilst leading on campaigns and policy in Scotland, the role falls within Cycling UK's wider campaigns team with a requirement to support all Cycling UK's campaigns as and when needed and to work with the Head of Campaigns and Advocacy on Cycling UK's broader campaigning.

Scope of Role:

This role will require flexibility to lead on and direct different campaigns over time dependant on workload, immediate campaign priorities and requirements. The role also requires an understanding of active travel policy in Scotland, and an ability to help formulate and communicate policy. The role also includes responsibility for building up volunteer campaigning capacity, which will involve the development and delivery of practical support to local campaign groups to communicate campaigns to decision-makers, the local media and

others. It will also include online engagement to facilitate communication between the public and decision makers.

Specific duties and responsibilities:

1. Leading on and managing Cycling UK's campaigning and policy in Scotland.
2. Helping to deliver UK wide campaigns led by Cycling UK's head office throughout Scotland.
3. Maintaining and developing relationships with active travel organisations, other partners and stakeholders to enable effective lobbying, engagement and influencing.
4. Maintaining and developing relationships with decision makers across Scotland to maximise engagement and influencing.
5. Developing and using your understanding of the active travel policy/wider government policy relevant to cycling context in Scotland, and liaising with stakeholders, partners and Cycling UK's Associate Director of Policy to inform Cycling UK's policy in Scotland.
6. Responding to and represent Cycling UK in public policy consultations.
7. Provide information briefings that will enable local campaigners and groups to respond to Local Authority consultations on infrastructure developments, working closely with Active Travel Delivery Partners to ensure that information is cognizant of the current landscape in Scotland
8. Development and delivery of practical support to local campaign groups to enable them to communicate campaigns to decision-makers, the local media and others.
9. Liaising with local campaigners, decision makers and others to identify and build relationships in areas identified as priority areas for campaigning.
10. Keep under review the priority areas for campaigns, having regard to the political and funding opportunities and the success in building relationships, influencing decision makers, and local campaign group capacity and support.
11. Work with volunteer development team and local campaigners to deliver the creation of training resources, development and provision of training for volunteers, delivery of campaign actions, communication of campaign priorities, challenges and victories to the media and supporters.
12. Work with the communications team to support local campaign groups in communicating the aims of campaigns to local decision-makers and the media, and to enable individuals to help identify and prioritise where campaigning can promote more and safer cycling.

13. Support the development of PR plans for the campaigns in conjunction with Cycling UK's Communications Team to ensure that campaign gain a high profile, and to help to encourage recruitment of Cycling UK supporters and members.
14. Identify the overlap between all of Cycling UK's campaigns and work within the campaigns team to integrate those campaigns wherever possible.
15. Have sufficient understanding of all Cycling UK's campaigns to be able to explain, why Cycling UK are campaigning on that issue, what it is Cycling UK want to achieve and how, and why it is important for people who either cycle or might do so if barriers to cycling were removed.
16. Be prepared to work on and support all of Cycling UK's campaigns as and when those campaigns are an urgent priority.
17. Work with the IT team to review online mapping and campaigning tools for the various campaigns.
18. Develop campaign monitoring and evaluation measures in conjunction with Cycling UK's Monitoring and Evaluation Officer, to assess the impact and track progress of the various campaigns.
19. Contribute to fundraising efforts to secure the continuation and strengthening of Cycling UK's support for local campaigners and campaign groups.
20. Write briefings, reports and other campaign materials required by the campaign strategy.
21. Produce management information, monthly reports and progress updates for Chief Executive and/or SMT as required.
22. To follow and abide by Cycling UK's policies and procedures as detailed in the Staff Manual at all times including Health and Safety, Equal Opportunities and Confidentiality.
23. To act as an ambassador for Cycling UK at all times.
24. Other duties as may be specified by the SMT from time to time.
25. Some weekend and out of hours work may be necessary, together with occasional travel to Cycling UK's head office in Guildford.

This is a description of the job as it is presently constituted. It is the practice of Cycling UK to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is our aim to reach agreement on changes, but if agreement is not possible, Cycling UK reserves the right to insist on changes to your job description, after consultation with you.

Job Holder:

Date:

Line Manager:

Date:

Personnel Manager:

Date:

Campaigns and Policy Manager Scotland Person Specification

Cycling UK is fully committed to the principles of equality of opportunity and is responsible for ensuring that no job applicant, trustee, employee, volunteer or member receives less favourable treatment on the grounds of age, gender, disability, race, ethnic origin, nationality, colour, parental or marital status, pregnancy, religious belief, class or social background, sexuality or political belief.

	Essential	Desirable
Experience	<p>Experience of voluntary and/or political campaigning, or working in voluntary sector organisations, social enterprises or the media.</p> <p>Some understanding of the active travel policy context in Scotland.</p> <p>Experience of writing campaigning or publicity materials (leaflets, briefings, web-pages etc)</p>	<p>Working in voluntary sector, social enterprises or the media in Scotland, supporting grassroots campaigning</p>
Qualifications	<p>Degree or equivalent qualification, or equivalent experience</p>	<p>Experience of voluntary and/or political campaigning on issues relating to cycling, transport, environment, health, legal or other relevant issues.</p> <p>Experience of dealing with the print or broadcast media.</p> <p>An understanding of the political landscape within Scotland.</p>
Qualifications	<p>Excellent communication skills, verbally, in written documents and via online and social media.</p> <p>Project management and time management skills.</p> <p>The ability to understand policy and be able to draft policy documents.</p> <p>Strategic thinking and problem-solving abilities.</p> <p>High standard of computer competency and literacy and experience of using Microsoft Office, databases, CMS Software, website</p>	

Skills	<p>To be honest, reliable and flexible</p> <p>Outward looking, creative, visionary.</p> <p>Network builder, looks for partnerships with media and outside bodies.</p> <p>Team player, able to contribute to team. Highly motivated able to work autonomously as well as follow direction</p> <p>Self-motivated, enthusiastic, determined, organised, with a flexible hands-on approach to work and be able to communicate and represent Cycling UK at all levels in a structured, dynamic and professional way</p> <p>Results focus</p>	
Personal	<p>Commitment to the aims of Cycling UK, and particularly to improve safety for existing and would-be cyclists while encouraging increased cycle use by people of all ages, backgrounds and abilities.</p> <p>Commitment to work in collaboration with colleagues, volunteer campaigners and professional contacts within Cycling UK and in other organisations with related interests, in pursuit of the above aims.</p> <p>Flexible in terms of travel and working hours including weekend and evening work</p>	<p>Ability to grasp legal concepts and communicate these clearly to a variety of audiences, including public speaking and the media</p> <p>Good influencing and negotiation skills</p>
Other		Cyclist

Job Holder:

Date:

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