

JOB DESCRIPTION

Position:	Campaigner Scotland
Responsible to:	Head of Campaigns – Scotland & Northern Ireland
Responsible for:	None
Works With:	Head of Campaigns, Director of League Against Cruel Sports Scotland
Location:	The role is home based with frequent travel across Scotland.

Overview:

The League Against Cruel Sports is seeking to expand its team in Scotland to support our campaign activities. We are looking for dynamic self-starters who can inspire people to become activists and help the League to deliver its campaign objectives and recruit new supporters. For the past few years the League has developed a support structure to help the organisation become a more effective campaigning force and help realise a better future for animals. It has also been a fundamental part of the REVIVE coalition which this new role will be tasked with supporting. The Campaigner role for the League, as part of REVIVE, will provide grass roots recruitment, training and campaign mobilisation during this critical time.

The League Against Cruel Sports is a leading UK charity that works to expose and end the cruelty inflicted on animals in the name of sport such as, fox, deer and hare hunting, game bird shooting and wildlife crime. We rely on public support to carry out our work, which includes: campaigning, investigating, political engagement, police liaison, prosecutions, research, publishing reports, and generating media coverage.

REVIVE is a coalition of like-minded organisations working for grouse moor reform in Scotland, of which the League is a founding member. It is made up by animal welfare, environmental and social justice organisations collaboratively to end the circle of destruction of grouse shooting.

Purpose of Job:

- Support the Campaign Manager in developing and delivering an effective campaign to achieve the strategic objectives of the League Scotland's key campaigns with specific focus on its work with the REVIVE coalition for grouse moor reform.
- To develop and mobilise an effective campaign network of members, supporters and volunteers across Scotland.
- To support League Scotland in delivering hard hitting, impactful campaigns at a local and a national level and finds opportunities to collaborate with colleagues and relevant organisations to deliver joined up national campaigns.

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Principal Responsibilities:

Relationship Building and Supporters

- Ability to inspire and motivate people.
- Use campaigns to engage and recruit new members and supporters to further extend League Scotland's influence.
- Use digital communication skills to grow support across Scotland for grouse moor reform.
- Engage with politicians and decision-makers.
- Support the recruiting, building, and mobilising of a network of supporter groups across Scotland.
- Manage, train, and support local groups and supporters on how to help deliver key priorities and desired outcomes (including local campaigning techniques and use of local media and producing "how to campaign" documents).
- Engage and mobilise other key stakeholders as appropriate, including partner NGOs and celebrities.
- Identify relevant partners and secure support for the campaigns among members and managing stakeholder expectations.
- Organise and lead local public events.

Campaigns

- Deliver and develop powerful, creative and outcome-driven campaigning techniques, which aid the strategy for achieving grouse moor reform in Scotland.
- Event management and logistics.
- Experience of managing people; either volunteers or staff.
- Organising and leading campaigns.
- Creation of campaign materials.
- Be a confident public speaker.

Teamwork

- Work with colleagues to develop a grass roots campaigns network.
- Work in conjunction with League Scotland and REVIVE coalition team members.

Project Management

- Working on own initiative and independently
- Working remotely away from central office
- Flexible approach to work and a willingness to adapt within a changing environment

In all of your duties, and any other duties reasonably asked of you, you will work in line with company policies and processes, in particular health and safety and information security.

Skills/Knowledge	Essential	Desirable
Professional and Technical Qualifications	<ul style="list-style-type: none"> ▪ Relevant experience gained in a campaigns or communications role. 	<ul style="list-style-type: none"> ▪ Formal qualification in Campaigns or political science or other relevant field.

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Experience and Knowledge	<ul style="list-style-type: none"> ▪ Digital/Social Media communication experience: Twitter, Facebook, Instagram and TikTok ▪ Experience of setting, implementing and achieving objectives. ▪ An understanding of how advocacy can change public perceptions and attitudes. ▪ Building and sustaining relationships with internal and external stakeholders. ▪ Understanding of the Scottish political landscape. ▪ Understanding of campaigning techniques and best practice and regulations with regards to campaigns. 	<ul style="list-style-type: none"> ▪ Experience in the animal charity, social justice or environmental sector, and/or political/ grass roots campaigning. ▪ Raising organisation profile and building/enhancing brand. ▪ Experience acting as a spokesperson/ dealing with local media. ▪ Understanding of Scotland's Parliament and its functions. ▪ Experience managing volunteers. ▪ Experience planning and running public events.
Skills and Competencies	<ul style="list-style-type: none"> ▪ Able to lead, inspire, motivate influence others to achieve the League and REVIVE's objectives. ▪ Sensitive and effective interpersonal skills – able to establish and maintain excellent working relationships with staff and other stakeholders. ▪ Able to generate solutions, analyse and understand issues and make rational judgments based on relevant information. ▪ Confident and effective communication skills appropriate to media and public audiences. ▪ Able to identify and manage risk. 	<ul style="list-style-type: none"> ▪ Confident public speaker. ▪ Digital content creation, e.g., Infographics

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	<ul style="list-style-type: none"> Intermediate MSWord, Excel, PowerPoint and Outlook 	
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Personal Characteristics

1. A genuine empathy and compassion for animals and commitment to the objectives and values of the League.
2. An understanding of and commitment to the values of accountability, openness and diversity .
3. Excellent interpersonal skills to be able to talk to anyone in a confident, diplomatic yet inspiring way. A credible, approachable person that is authoritative and can build rapport and support for the League and REVIVE where it is needed.
4. The ability to work in challenging environments with resilience and manages challenges in an emotionally mature way.
5. The ability to drive forward change and adapt your response accordingly to changing needs and circumstances.
6. Creativity will be a strong personal attribute, passionate about creative excellence.

Acknowledgement

I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.

Signed by the employee:

Printed name:

Date: