Our Seas Coalition

**Campaign Manager - Job description**

**Salary – £36,100 - 40,000 - per annum pro rata, 5 days per week**

**15 months fixed contract**

**Location – Scotland flexible**

Are you passionate about ocean conservation and bringing people together to drive real change? We are looking for a dynamic and engaging Campaign Manager to harness the power of the Our Seas coalition and deliver lasting success for the organisation.

**Job purpose**

The Campaign Manager is the dynamo for the Our Seas coalition, organising and directing the campaign activity of its 150+ members - from coastal businesses, sustainable fishing associations, environmental organisations, many community groups volunteering to protect their local marine environment and recreational interests such as sea anglers – all working together to help recover our seas and secure sustainable inshore fisheries. (see background document). You will be responsible for leading the coalition’s campaign work to help secure healthier seas for all.

**Job duties**

Working across the whole coalition, from campaigns and communications to coalition development, this role is critical to the running of the coalition and achieving its aims. You will be employed by Open Seas (a member organisation of the coalition, sponsoring the role) working on behalf of the coalition and will engage directly with its Coordination and Campaign Steering Groups.

Key responsibilities include:

* **Campaign Management and Delivery**
  + Lead and facilitate routine updates to the Our Seas Coalition’s campaign plan, on a schedule determined by the Campaign Steering Group.
  + Lead the implementation of a focused campaign strategy aligned with the Coalition’s goals, with a clear work plan and regular milestones.
  + Mobilise the Coalition’s member organisations to take coordinated campaign actions (including petitions, MSP engagement, and local press work).
  + Activate and coordinate the petition signatories to participate in targeted advocacy efforts, including letter-writing, campaign days, and social media mobilisation.
  + Design and deliver public-facing campaign moments that build support (such as events, film screenings, events, local community meetings, and direct actions).
  + Identify and capitalise on political opportunities to influence key decision-makers and contribute to relevant public consultations.
  + Track and report campaign progress, evaluate impact, and adapt tactics in consultation with the Steering Group.
* **External communication**
  + Identify and take advantage of media opportunities to promote the campaign objectives.
  + Develop and deliver compelling messaging that explains campaign goals and builds public understanding of inshore fisheries issues.
  + Build a high public profile for the campaign, placing stories and comments in national and local media.
  + Act as spokesperson for the Coalition (and coordinate and support other spokespeople within the Coalition to speak on aligned messages)
  + Represent the Coalition at key policy forums as needed to complement and reinforce the advocacy of coalition members
  + Manage the Coalition’s social media channels.
  + Oversee the production of high-quality written materials, such as briefings, consultation responses, press releases, publications, presentations, and other materials that communicate complex messages clearly and effectively to a range of audiences, including politicians, activists, local groups, and relevant stakeholders.
  + Ensure that the Our Seas Coalition’s contact with supporters is managed effectively; support wider supporter engagement work, and ensure the coalition’s work remains GDPR compliant.
* **Internal communication**
  + Provide regular updates to the Coalition’s membership and support involvement through briefings and meetings.
  + Facilitate monthly Steering Group meetings and ensure members are briefed to inform discussion and provided reports of campaign progress.
  + Foster strong working relationships across the coalition, ensuring diverse voices are included in campaign planning and delivery.
* **Administration**
  + Manage contracts and freelancers delivering campaign-related outputs as appropriate.
  + Maintain accurate budget records and manage spending in line with the approved campaign budget.

**PERSON SPECIFICATION**

Essential skills/experience:

* A strong commitment to protecting the marine environment
* Supportive of the aims and campaigning approach of the Our Seas coalition.
* At least five years experience of designing and delivering advocacy or public mobilisation campaigns which influence political and policy outcomes.
* Good understanding of the condition of Scotland or the UK’s inshore marine environment, and the environmental impacts of bottom-towed fisheries.
* Demonstrable ability to coordinate and activate large networks of people, including campaign supporters, partner organisations or coalition members.
* Proven ability to implement campaign plans.
* Proven ability to build trusting, positive and purposeful relationships across a diverse range of stakeholders and interest groups.
* Proven ability to generate and disseminate high quality information to a large number of recipients by email and in presentations.
* Strong organisational skills and attention to detail – able to manage meetings, produce campaign materials, coordinate events, and track budgets.
* Confident public speaker and experienced media spokesperson, able to represent a coalition in interviews, events, and briefings.
* Able to handle administration efficiently, including organising meetings and responding to enquiries quickly.
* Proficient with digital collaboration and communication tools (including Slack, Zoom, Mailchimp and GoogleDocs).
* Capable of working well as part of a team, but also independently, with initiative and drive.

Desirable skills/experience:

* A sound understanding of the Scottish political and policy landscape relating to environmental and fisheries management issues, and how to engage effectively with politicians.
* Familiarity with creating and managing website content.
* Experience of working on behalf of a coalition or in a partnership.
* Demonstrable experience of organising campaign events, large meetings and conferences.