**JOB DESCRIPTION**

**Job title:** Campaigns and Advocacy Officer

**Grade:** £38,426 (awaiting possible cost of living uplift in April 2022)

**Hours:** 80-100% This is a full-time role- 36 hours per week, but we are open to applications from those looking to work the equivalent of 4 days per week)

**Reporting to:**  Head of Campaigns and Advocacy

**Staff managed:** None

**Finance managed:** Project budgets

**Job Purpose**

To improve the experience of people travelling in London by representing and advocating on their behalf to decision makers. To devise and lead campaign projects which persuade decision makers to improve the experience of people traveling into and around London.

**Key Tasks and Responsibilities**

1. Carry out or commission research to provide an evidence base for our campaigning and advocacy work

2. Write responses to consultations initiated by stakeholders such as the DfT, TfL, Network Rail, the GLA, local authorities and other interested parties.

3. Keep an up-to-date knowledge of the latest research, campaigns and issues that may affect transport users in London. Update the Board and colleagues accordingly.

4. Conduct ideas generation sessions with colleagues; draft campaign plans; and deliver campaign projects, in collaboration with communications colleagues

5. Represent the organisation at meetings to ensure that London TravelWatch’s views and policies - the voice of the passenger - are understood and taken into account. Lobby decision makers.

6. Establish coalitions and work in partnership with other organisations to achieve campaign aims

7. Support the execution of the digital engagement strategy, drafting posts and interactive content for social media. Write engaging blogs and articles for external media. Help to maintain the website and participate in media interviews.

**Skills and Competencies**

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| Knowledge  | * Knowledge of London’s Transport systems, from a consumer standpoint, and of the issues which arise for transport users.
* An understanding of how to create change in society, both politically and socially
* Knowledge of how to use social media to help win campaigns
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| Equity, Diversity and Inclusion | * The ability to work inclusively with colleagues
* An understanding of how transport policy decisions impact disadvantaged or marginalised groups
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| Experience | * Experience in conducting research to create the evidence base needed to win campaigns
* Demonstrable experience of developing and conducting winning campaigns
* Ability to critically evaluate key information and translate it into simple and persuasive campaign materials
* Networking skills and a proven ability to create and run diverse coalitions
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| Research skills | * Understanding of research methods and statistics
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| Project management | * Ability to juggle competing priorities and keep projects moving towards desired outcomes
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| Influencing skills | * Ability to put the case persuasively, particularly in public debate
* Ability to represent the London TravelWatch agenda convincingly
* Ability to write clear, impactful reports
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| Relationship building  | * Ability to maintain effective working relationships with colleagues in London TravelWatch and stakeholder organisations
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| Communication | * Ability to Listen effectively to get to the heart of the issue
* Ability to set out ideas and arguments in clear, concise ways appropriate to the audience both in writing or orally
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| Analytical skills and Big Picture Thinking | * Ability to see issues in their political and social context
* Ability to analyse the key issues and their implications for different groups of people
* Capacity for thinking through emotive and complex issues and aligning that analysis with the policy direction of London TravelWatch
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| Initiative | * Ability to operate autonomously within London TravelWatch policies and without supervision
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| Teamwork | * Experience of and preference for team working
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| Managing pressure | * Ability to work to target deadlines and cope well under pressure
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