Senior Campaigner

Reports to
Head of Campaigns and Communications

Purpose
The primary focus of the Senior Campaigner is to generate changes which advance progress towards Population Matters’ vision for a future in which a stable human population co-exists in harmony with nature and prospers on a healthy planet.

Accountable for
Development, Implementation and evaluation of designated campaigns

Key responsibilities

Campaigns
- Responsible for development, implementation and evaluation of designated campaigns, as agreed with the Head of Campaigns or Director.
- Contribute to the development of campaign strategies and operational plans.
- Participate in Population Matters events.
- Monitoring and evaluation of campaign activities and plans.
- Develop relationships with key stakeholders.
- Represent Population Matters at events and meetings, including public talks, debates etc.

Policy
- Produce policy documents, reports, lobbying materials and other online and offline content
- Undertake research and analysis, draft reports for internal and external use.
- Contribute to the development of national and international lobbying strategies.
- Writing and producing lobbying and advocacy materials, including correspondence, briefings and reports.
- Monitor and evaluate advocacy plans and activities.
- Represent Population Matters at events and meetings where appropriate.

Media
- Support the Head of Campaigns and Communications in developing and delivering Population Matters’ media strategy
- Undertake media interviews on behalf of Population Matters (training provided)

Other
- Provide general support for Population Matters campaigns and advocacy
- Develop and manage relationships with external stakeholders
• Other reasonable duties as required at the request of the Director or Head of Campaigns and Communications

**Person specification**

**Essential:**
- Three years’ experience of campaigning, public affairs /international affairs in the charity/NGO sector
- Educated to degree level
- Sound knowledge of UK politics and international affairs
- High standard of written and spoken English.
- Ability to take initiative and work independently.
- Strong organisational and administrative skills.
- Flexible and adaptable approach and the ability to work as part of a small team.
- Commitment to Population Matters’ vision, mission and values.

**Desirable:**
- Experience of media interviews and relationships with media.
- Knowledge/experience of population, development, SRHR and/or environmental issues.