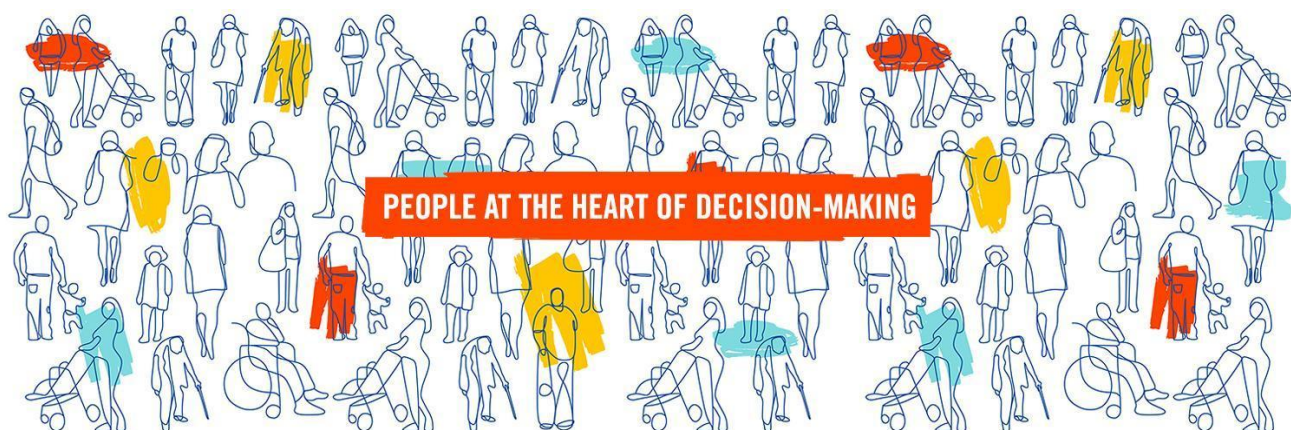




# DEMOCRACY NETWORK CAMPAIGN & ADVOCACY LEAD

## Job Description



## Practical details

**SALARY BAND:** (£32,840 - £38,324)

**LOCATION:** Flexible

**HOURS:** Full time, 35 hours a week

# 01. THE DEMOCRACY NETWORK

The Democracy Network is a network of people and organisations working on issues of power, democracy and voice in England, Scotland, Wales and Northern Ireland. We support each other to connect and collaborate, share and learn, build a way to agree ways forward, and take action and influence decision makers together. We are hosted by the charity Involve.

## **Connecting & Collaborating**

Developing a trusted, effective and diverse network of individuals and organisations; connecting people through events, networking activities, information sharing and sector.

## **Sharing & Learning**

Increasing the knowledge, skills, resources and impact of our members and the wider sector via training, peer learning, skills sharing and resource coordination.

## **Supporting the Sector**

Supporting the people and organisations working on democracy to thrive by responding to sector needs and challenges, increasing resources into the sector and providing strategic support.

## **Influencing & Taking Action**

Expanding the influence of the network and its members through coordinated action, to achieve tangible policy changes, and increased public and political support for a stronger democracy.

# 02. INVOLVE

Involve is the UK's leading public participation charity. We develop, support and campaign for new ways to involve people in decisions that affect their lives.

Since 2003, we have been working with governments, parliaments, civil society, academics and the public to create and deliver new forms of public participation that re-vitalise democracy and improve decision-making.

We are realistic about the challenges faced by democracy, but optimistic about how to overcome them. We are committed to ensuring our democracies are vibrant and fit for the future by putting people at the heart of decision-making. We work across the UK and internationally, with offices in Belfast, Edinburgh and London.

Our work is focused in three areas:

- **Making the case** – demonstrating why participation and deliberation are essential features for a healthy modern democracy, and ensuring that those in positions of power and influence understand and support their use in addressing some of the UK's most intractable issues.

- **Embedding change** – building the capacity of public servants and practitioners, and developing the body of evidence, principles and standards that support participatory and deliberative practice.
- **Pioneering practice** – encouraging widespread uptake of participatory and deliberative processes, and promoting continuous learning and innovation to improve democracy and deliver lasting solutions in key policy areas.

By involving people at the heart of decision-making, we hope to create healthier, more vibrant democracies that are fit for the future.

Find out more about our work: [www.involve.org.uk/our-work/](http://www.involve.org.uk/our-work/)

## Our values

- **Collaboration** – because change comes when broad coalitions of people work towards a common vision;
- **Equality** – because everyone in society has an equal right to be listened to and participate in decisions that affect their lives. No one should be held back by societal divisions or prejudice;
- **Independence** - because we are committed to the integrity and impartiality of participatory and deliberative processes;
- **Purpose** – because participation must have an impact. We reject tokenistic or ineffectual engagement;
- **Quality** - because effective participation requires time, attention and commitment.

## 03. About the role

You will be responsible for coordinating campaign and advocacy activities agreed with the network members. This will likely include facilitating a combination of community and consensus building, and collaboration on collective influencing strategies. You will support regular communication with key stakeholders, support external networking, ensure regular social media content is created, and carry out other activities as required.

To succeed, you will need to have excellent communication and campaign skills. You will be organised and self motivated and be able to manage competing priorities. You will understand and have excellent experience of using communication platforms such as Mailchimp, Facebook, Twitter and/or LinkedIn. You may also have experience of using CRM systems and keeping them up to date.

You will need to be a strong communicator and good at building trusting relationships with a range of people. And you will need to be proactive, seeking out opportunities to develop new campaign opportunities and finding ways to ensure democracy is high on the public agenda.

## 04. Key responsibilities

Reporting to the Network Director, key function to deliver and lead the Democracy Network's campaign and influencing activity. The role will be responsible for coordinating and collating potential policy asks and campaign aims; leading campaign development in collaboration with the democracy network and wider sector. It will be vital to build strong relationships with stakeholders in order to pursue these policies or campaign aims; and to coordinate and connect campaign and advocacy work within the wider democracy sector.

Key functions of the role include:

### Stakeholder engagement

- Support the development and implementation of influencing strategies with key stakeholders and decision makers in order to create an environment conducive to policy change
- Build strong relationships with influential stakeholders including government officials, political parties, the media and senior political leaders in order to progress policy priority areas determined by our membership.
- Connect and engage policy experts, campaigners and legislators, to support the development of tangible policy proposals for democratic reform.

### Policy and Advocacy Coordination

- Host meetings with advocacy and policy leads across the democracy sector
- Establish a research tracker to ensure research into issues related to democracy are clearly accessible
- Coordinate sector advocacy strategies including working with other organisations to find areas of synergy and contribute to joint responses
- Identify upcoming parliamentary debates and brief MPs on issues related to democracy
- Work with 'friendly' MPs to table parliamentary questions on areas relevant to our campaigning activity Design a strategy for policy roundtables, involving policy makers and decision makers at local and national level
- Provide policy briefings for Network members on policy developments within the areas of democracy, power and voice
- Author blogs and think pieces, for the Democracy Network website and external publications, based on campaigning area

### Campaign Management

- Coordinate a series of 'how to win' workshops, drawing on international best practice in advocacy, campaigns, organising and influencing for the wider democracy sector
- Lead on / Provide support on at least one annual campaign decided upon by the sector
- Lead the development of at least one other proactive campaign effort aimed at increasing public support for democratic renewal Forge strong working relationships with other organisations within the Network who have a campaign focus

## Other Responsibilities

- Deputise for Network Director when needed
- Represent the Network at public events when necessary
- Create relationships with media and ensure regular content is sent out via media channels

# 05. Key competencies

## Essential competencies

Applicants must demonstrate the following competencies:

- Communications, Campaigns and/or PR experience
- Experience of Campaign Development
- Track record of developing and delivering creative, effective campaign and advocacy plans
- Policy and research experience
- Committed team player, embodying our values of collaboration, equality, independence, purpose and quality;
- Creative thinker, able to develop and execute creative new ideas, and build impactful new projects and coalitions;
- Passionate advocate, committed to democratic values and knowledgeable about key democratic issues.
- Maintaining relationships with stakeholders, civic society leaders and those who work within the democracy sector
- Influencing with impact
  - Understands the external stakeholder environment and dynamics, and builds deep and broad relationships
  - Acts as an ambassador for the organisation externally, communicating credibly and getting the message across

## Desirable competencies

The following competencies are desirable:

- Experience of training around campaigns, communication or advocacy
- Experience of working with / influencing MP's and political leaders
- Working with the media, creating press releases and building relationships with key media stakeholders

# 06. Pay, location and benefits

**Job Title:** Democracy Network membership & Development Lead

<b>Pay band:</b>	(£32,840 - £38,324)
<b>Hours:</b>	Full time, 35 hours per week
<b>Start date:</b>	As soon as possible
<b>Location:</b>	Flexible
<b>Reporting to:</b>	Network Director / Coordinator

We are happy to consider flexible working arrangements.

Involve is an equal opportunities employer and, true to our mission, we take inclusion in the workplace seriously. The following benefits are available to staff:

- 25 days annual leave + bank holidays + the period between Christmas Day and New Years Day
- Workplace pension with employer contribution of 5%;
- Childcare vouchers;
- Phone/data allowance of £13.50 per month;
- Enhanced maternity and paternity leave packages for qualifying employees.