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peopleandplanet.org

LGBT+ Pride Sponsorship Campaign Coordinator

About People & Planet

Established nearly fifty years ago, People & Planet supports the largest student network in Britain. We work with students at universities and colleges across the UK in supporting them to campaign on social and climate justice.

We believe that the change that we want to see in the world can only be achieved by strong social and environmental justice movements that include empowered students and front-line communities, working together in global solidarity to overcome the oppressive structures created and maintained by an entrenched global establishment.

Job Purpose: This role is an exciting opportunity to coordinate a short campaign to grow the base of the UK youth climate movement and pressure Barclays to exclude finance for fossil fuels. The focus will be supporting LGBTQIA+ students to design and deliver creative interventions targeting Barclays' sponsorship of major Pride festivals in 2020.

You will work closely with students to build a campaign team, collaboratively develop a campaign strategy and mobilise LGBTQIA+ students to take action. You will organise with existing members of the People & Planet network as well as using the campaign as an opportunity to introduce new students to the climate movement.

Of UK high-street banks, Barclays is the primary financier of fossil fuel extraction globally and a major target of climate justice movements. The campaign will target their sponsorship of Pride as a significant source of pink-washing to highlight the bank's complicity in climate injustice. You will work with students to deliver an impactful communications strategy to popularise the narrative that banks like Barclays are behaving like fossil fuel companies.

Accountable to: Climate Change Campaigns Manager.

Contract: Fixed-term 4 months. Full time.

Start Date: 13 April (or as soon as possible thereafter)

Location: Either remote working or our East Oxford Office (some travel and work in the evening and weekends will be necessary).

Salary: £18,583 per annum (£6,194.33 over 4 months)

We are happy to consider flexible working arrangements, including reduced hours.

Responsibilities

Campaign Support & Delivery

- Contribute to developing campaign strategy and support students to engage in ongoing campaign development.
- Play an active role in external partnerships with other organisations where this furthers the objectives of campaigns.
- With support, design, develop and coordinate the distribution of campaign materials and resources, both on and offline.
- Support students to take creative action and make interventions at Pride festivals sponsored by Barclays.

Training & Recruitment

- Recruit primarily LGBTQIA+ students from within People & Planet network to participate in the campaign
- Recruit primarily LGBTQIA+ students from outside the People & Planet network to participate in the campaign
- Coordinate the planning and delivery of training workshops
- Deliver campaign and skills workshops to students
- Provide ongoing support to students to retain members of the campaign

Communications

- With support, develop the campaign's key messages and narrative
- Generate significant media coverage, including in the national press, and support students to generate media coverage
- Manage social media accounts and maintain a strong presence for the campaign across social media platforms
- Write content for newsletters, articles, blogs, emails and social media which communicate the campaign in an accessible and engaging way.

Essential Criteria

Personal attributes

- The ability to build rapport and trusting relationships with a diverse range of people, in order to inspire and support them to take action.
- A belief in an equal society and a commitment to challenging inequality and the ways oppression can play out in everyday life.

Experience

- Experience of taking part in a campaign about climate injustice or LGBTQIA+ rights
- Experience organising creative actions, protests or non-violent direct actions
- Experience of organising as part of, or showing solidarity with, diverse groups in society. For example communities of colour, indigenous groups, disabled people or LGBTQIA+ groups
- Experience of facilitating workshops, meetings, or another form of public speaking
- Experience of delivering campaign or skills trainings

Skills

- Enjoy working in a team, can demonstrate good teamwork skills as well as the ability to work independently
- Strong non-written communication skills and an ability to communicate in simple or creative ways, for example facilitating workshops, giving talks, or using art, creativity or music in protest
- The ability to juggle tasks and work to both short term and long term objectives
- The ability to identify a problem and use initiative to ask for the right kind of support to find solutions
- The ability to use social media, email, Skype & phone and to choose the best method to communicate with students and others
- The ability to write persuasively, for example writing an article, blog or social media post aimed at encouraging somebody to take action or change their opinion

Desirable Criteria

- Knowledge of university and/or college sectors, particularly focused on being able to organise or campaign within those institutions (this could be student unions, or university decision making structures)
- Experience of using design software to design graphics, materials or videos
- Experience of using social media to organise or campaign
- Strong connections with LGBTQIA+ campaigns or organisers, within or outside a university context