

## Job Description – Alliance to Save Our Antibiotics – Senior Lobbyist and Influencer

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<b>Job Title:</b>	Campaign Manager
<b>Reporting:</b>	Employed on behalf of the Alliance to Save Our Antibiotics – line managed by a member of the Alliance's Steering Group or their representative
<b>Contract:</b>	One year fixed-term. 0.6 FTE – (possible opportunity to increase hours subject to funding)

### 1. OVERALL OBJECTIVE(S) OF THE POST

- To manage the development and implementation of the public facing and lobbying aspects of the Alliance to Save Our Antibiotics campaign
- To influence policy makers and shapers, including those at the highest level, within the UK, and in academic circles, particularly in this latest phase to promote positive and viable farming solutions
- To lead the public-facing aspects of the campaign, including promoting the campaign's messaging to the public through the media
- To increase the membership base of the Alliance, particularly focussing on high profile public health and consumer/citizen groups

### 2. CONTEXT

Established by Compassion in World Farming, the Soil Association and Sustain, the Alliance to Save Our Antibiotics is campaigning to end the routine use of antibiotics in intensively farmed animals. The overuse of antibiotics in farming increases the rate of emergence of antibiotic resistant bacteria that threaten human and animal health and supports the continuation of farming practices that are inhumane and unsustainable.

The founding members of the Alliance bring a specific range of skills and expertise to the campaign; public campaigning, lobbying at EU and UK level, media engagement, scientific expertise, in-depth knowledge of farming practices, and experience of coalition working.

Our approach has been to take on this issue from a human health perspective. The 34 supporting members of the Alliance reflect this, with the majority representing the human health sector.

This post will lead the campaign's public-facing and advocacy strands of work, as well as increasing the size and diversity of the Alliance. We are seeking an exceptional candidate who can make our case at the highest levels, whether with e.g. politicians, industry or the medical profession. The post will also have responsibility for securing greater public awareness of the issue and the campaign.

### 3. POSITION IN ORGANISATION

- Reporting to the relevant member of the Alliance Steering Group or their representative
- No management of other staff
- Works closely with the Alliance's Scientific Advisor and all members of the Alliance.

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### 4. PERSON SPECIFICATION

Requirements to carry out the job effectively. The requirements listed below are representative of the knowledge, skill, and/or ability required.

ESSENTIAL	DESIRABLE
<b>Knowledge</b>	
<ul style="list-style-type: none"> <li>• Proven track record of leading successful campaigns</li> <li>• Sound knowledge of UK political institutions</li> <li>• Sound understanding of working in NGOs or charitable organisations</li> <li>• Proven track record of lobbying and influencing at high levels</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in or with the medical/public health</li> <li>• Understanding of food issues and farming practices</li> <li>• Sound knowledge of EU political institutions</li> </ul>
<b>Education / Qualifications &amp; Training</b>	
<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Educated in global issues, environmental and animal welfare matters</li> </ul>
<b>Skills &amp; Abilities</b>	
<ul style="list-style-type: none"> <li>• Strong influencing skills</li> <li>• Proven ability to work remotely and self-manage</li> <li>• Exceptional communications skills – written, oral and presentation; and exceptional ability to communicate effectively at all levels (e.g. from government officials to members of the general public) and use of social media</li> <li>• Ability to assess, assimilate and accurately communicate scientific evidence and good industry practice IT skills, including email, web browsing, Word, Excel and Powerpoint</li> </ul>	<ul style="list-style-type: none"> <li>• Driving licence</li> </ul>
<b>Personal Qualities</b>	
<ul style="list-style-type: none"> <li>• Authoritative</li> <li>• Positive disposition</li> <li>• Approachable and adaptable</li> <li>• Supportive of colleagues</li> <li>• Innovative and creative</li> <li>• Proactive and self-motivated</li> <li>• Diplomatic</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working for coalitions</li> </ul>

### 5. PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following: Other duties may be assigned.

#### Lobbying and Influencing

- Making the campaign's arguments at the highest levels in the UK and internationally (including in the EU)
- Building relationships with key stakeholders
- Creating and maximising opportunities to influence Government policy and supply chains
- Creating and maximising opportunities to influence arms-length Government bodies and industry bodies
- Engaging with the political process to advance the aims of the Alliance

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### Networking and Alliance building

- Creating and maximising opportunities to bring the campaign to new audiences
- Increasing the membership of the Alliance by approaching and influencing significant organisations
- Networking with other organisations and individuals to advance the aims of the campaign, may include some liaison with international organisations, academics, etc
- Identifying and recruiting experts to support the arguments of the campaign

### Representing the Alliance in the media and other external situations

- Representing the Alliance in the media as appropriate
- Prompting and providing content for and support the social media teams at the founding organisations
- Representing the Alliance at external meetings, conferences and other fora as appropriate, at which every opportunity should be taken to put forward the Alliance's views and policies
- Representing the Alliance in such environments that are likely to provide opportunities to develop strategic alliances with a view to furthering the campaign

### Reporting and Fundraising

- Collecting and collating evidence of outputs, engagement of key stakeholders and impact
- Reporting to funders in collaboration with the fundraising teams of the founding organisations
- Supporting the fundraising teams of the founding organisations in securing new funding, including meeting with potential and current funders as appropriate
- Reporting to the steering group and keeping them up to date with developments

## 6. ADDITIONAL TASKS

To assist with other departmental duties where necessary, as listed below:

- Taking due and reasonable care of oneself and others in respect of Health & Safety at Work
  - Acting in a manner that enhances the work of the Alliance, and its founding organisations, and its overall public image
  - In all work activities, complying with data protection legislation and each founding organisation's requirements for the protection of personal information and the privacy of individuals
  - Working on projects / tasks as specified by the Steering group
  - Attending and participating in, at least, monthly management meetings with their line manager and quarterly steering group meetings in London
  - The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your experience, as required by the Steering Group
  - Due to the nature of the role, there may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures
  - Significant travel within the UK will be required, and possibly some European travel
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