

GLIMPSE

Job Description

Senior Campaigner: Clean Air

Contract term: 12 months

March 2019

Who we are

Glimpse is an award-winning creative collective which brings a positive approach to social and environmental issues. As well as running our own campaigns, we work with NGOs and grassroots organisations to offer ideas and creative expertise.

In our previous work we've put cats on the tube, opened the world's first store that sells real products for refugees, and created a secret hot chocolate salon to support female cocoa farmers in West Africa.

Our small core team is supported by a large collective of creative professionals from a wide range of backgrounds including design, advertising, filmmaking and event production.

About the role

We're looking for a smart, creative campaigner with great comms instincts to work with a group of parents as they launch a nationwide campaign for clean air. The successful candidate will do everything in their power to help them win - offering advice, ideas and spotting media opportunities as they happen.

You'll be working closely with the Glimpse core team but your number one priority will be the parents themselves. This group is in its early stages and you'll have an incredible opportunity to support them as they become a major voice on the national stage.

You'll play a key role in developing both strategy and tactics, advising the group on how to run an effective campaign and creating high profile 'moments'. You'll have experience in working on fast moving campaigns that help to set the agenda at a national level. You know what it takes to run a protest, event or activity - and you understand how to influence the political weather.

Most of all, you'll be a great listener, facilitator and problem solver who can bring the group together at critical moments.

This is an opportunity to make a real impact at a crucial moment in the debate around air pollution in the UK, while working with a group of committed and passionate parents.

Responsibilities

- Develop and build close working relationships with the core parents group; as well as other networks, NGOs and stakeholders.
- Co-create campaign strategy with the group, oversee planning, budgeting and project management.
- Develop tactics and ideas to turbocharge their work such as media moments, demonstrations or other creative interventions to make this group a major national voice.
- Work with the Glimpse core team and the wider Glimpse collective to commission visual content, produce events and generate creative assets as needed.
- Spot reactive media or PR opportunities and deliver short term, targeted interventions to make the most of them.
- Working with external experts, develop and deliver new website and / or other online presence for group.
- Provide active support to the group with social media and engage with online debates around air pollution.

NB: This role is supported by an assistant producer who will cover logistics, admin and a certain degree of social media monitoring.

Experience and skills

Required

- At least four years experience in an NGO campaigning role or equivalent in another sector.
- Excellent interpersonal and facilitation skills (preferably experience with facilitating grassroots activist groups).
- Strategic and production skills ranging from planning an effective campaign to writing creative briefs, liaising with freelancers and spotting reactive opportunities.

- Excellent grasp of media and communications work - including what makes a great story and picture, what works for TV, radio, print and social media.
- Ability to generate creative ideas that deliver demonstrable campaign impact.
- Outstanding written and oral communication skills, great approach to feedback.
- High professionalism, self-motivation, efficiency and results-oriented delivery on short timelines.
- Passionate about clean air and the need to reduce air pollution.

Preferred

Highly proficient in online organising techniques and the role of Facebook and other digital platforms in driving social change.

Contract length

Twelve month contract, with a three month probationary period.

Compensation and Benefits

Pay is dependent on experience but is highly competitive with leading NGOs.

Glimpse operates for four days per week from a central London location. We're flexible on hours and how many days you're in the office - we actively encourage parents of young children to apply. At Glimpse we value diversity and lived experience, and we are committed to providing equal opportunities for everyone regardless of their background.

Notice period

28 days.

Apply

If you're interested in applying for this role, please send your CV and tell us why you are suited to this position and why you want to work with Glimpse. Please use 300 words or less.

Application deadline

Tuesday 2nd April.

Contact / applications

Please send your CV and covering email, stating the job title in the subject line, to jobs@weglimpse.co

Due to a high number of applicants we will only respond if your application is successful and you are shortlisted for an interview.

Thank you!

www.weglimpse.co