



New Forest Local Partnership Campaigns Manager Job pack

Thank you for your interest in working with us. This job pack should give you everything you need to know to apply for this role and what it means to work with the New Forest local partnership.

In this pack you'll find:

- Our values
- 3 things you should know about us
- Overview of Citizens Advice New Forest and the New Forest partnership
- The role profile and personal specification
- Terms and conditions
- Person Specification

If you wish to apply for this role please complete the application form and return to ceo@newforest.cabnet.org.uk by Friday 29nd April 2022

Want to chat about this role?

If you want to chat about the role further, you can contact Alison Talbot by emailing ceo@newforest.cabnet.org.uk

Face to face Interviews will take place on **3 May 2022**. They will take place at Testwood Baptist Church in Totton

Candidates shortlisted for interview will be asked to give a 10-minute presentation in support of their application during the interview and provide an example (real or imagined) of some publicity copy that they have written. The presentation and the publicity copy should be provided for review by the Local Partnership before the interview, to be received by 28 April 2022. The successful candidate will be required to attend training for the role which will start on 6 June 2022.

Our values

We're inventive. We're not afraid of trying new things and learn by getting things wrong. We question every idea to make it better and we change when things aren't working.

We're generous. We work together, sharing knowledge and experience to solve problems. We tell it like it is and respect everyone.

We're responsible. We do what we say we'll do and keep our promises. We remember that we work for a charity and use our resources effectively.

About Citizens Advice

1. We're local and we're national. We have 6 national offices and offer direct support to people in around 300 independent local Citizens Advice services across England and Wales.

2. We're here for everyone. Our advice helps people solve problems and our advocacy helps fix problems in society. Whatever the problem, we won't turn people away.

3. We're listened to - and we make a difference. Our trusted brand and the quality of our research mean we make a real impact on behalf of the people who rely on us.

New Forest Citizens Advice

We are an independent charity with 5 office bases across the New Forest. We rely on funding from New Forest District Council and local Town and Parish Councils. In 2021/22 we helped 6,539 clients with over 17,961 issues.

The New Forest Local Partnership Campaigns Manager will be a key member of our tight knit team and at the heart of our Research & Campaigns work. They will be overseen by one of our Chief Officer who is involved in the strategic direction of Citizens Advice New Forest.

This is an exciting time to join us as partnership working has been a key part of our work during the Covid pandemic and this role will help develop this to a new level.

Overview of the project and New Forest partnership

Poverty is a problem in the New Forest. There is a need to raise the awareness of the problem and to campaign for change. The extent of the poverty problem and its drivers have been the subject of research carried out by the University of Southampton on behalf of the New Forest Local Partnership.

<https://newforestcab.org.uk/cost-of-living-in-the-new-forest/>

The Partnership wish to recruit a Campaigns Manager who will be responsible for coordinating the development and implementation of an action plan which will influence local decision makers and the public in order to bring about change in the New Forest area.

The New Forest Local Partnership consists of:

Citizens Advice New Forest

Ringwood & Waterside Food Banks (Trussell Trust)

Community First Wessex

New Forest District Council

Youth and Families Matter (Totton Basics Bank) & New Forest Basics Bank

The New Forest Local Partnership Campaigns Manager will be funded by the Trussell Trust, it is one of a number of similar roles created by the Trussell Trust across the UK aimed at helping communities move away from the need for local foodbanks. The New Forest manager will work under the direction of the Local Partnership Poverty Action Steering Group. Office accommodation and day to day supervision and administration will be provided by Citizens Advice New Forest.

The role

The aims of the role are:

- To raise the awareness of the problem of poverty in the New Forest and its structural causes amongst those living and working in the New Forest and Civil Society Groups in the New Forest to make Local elected officials, policy makers and local groups aware of the drivers of poverty and encourage them to take steps to alleviate them.
- To promote the research carried out by Southampton University into the Cost of Living in the New Forest amongst Decision makers, Civil Society Groups and the Public in the New Forest as a means of making those groups aware of the local drivers of poverty.
- To coordinate the creation and implementation of a New Forest poverty action plan with the above third parties

In order to achieve these three objectives, the post holder will also have to:

- plan and deliver the supporting communications plan and local influencing campaign.
- build the capacity, skills and confidence of our local community, including people who use our food banks, to enable them to share their experience and campaign for change
- support the Trussell Trusts and other national campaigns where appropriate

As part of this the Campaigns Manager will also be required to:

- generate public empathy and understanding of the drivers of foodbank use and support for long term solutions to end the need for New Forest Food banks
- share evidence of local drivers of food bank use, tackling misconceptions and shifting opinion - prompting greater levels of concern and local action to address the drivers
- develop community support for change to see the drivers of poverty in the New Forest alleviated
- support people with lived experience of poverty to share their stories in appropriate ways to elicit public support for the changes needed to alleviate the drivers that pushed them into poverty
- link foodbanks with statutory and other services to provide all round support packages to households in poverty to inhibit increasing debt, homelessness, gambling, increased drug or alcohol use and reduce their impacts on mental and physical health.
- To assist in the recruitment of and to develop a team of volunteers to campaign locally.

You will need to demonstrate that you can work independently.

Role profile

What you will be doing:

- Making Contact with Statutory agencies, Local Authorities and Civil Society groups across the New Forest and arranging to give presentations to them based on the recent research.
- Coordinating the development, implementation and delivery of the New Forest poverty action plan
- Create partnership links and explore the best ways to provide support to those experiencing food and fuel poverty
- Delivering multimedia presentations to Decision and Policy makers and Civil Society groups across the New Forest

- Creating material for use in Webinars and hosting such events
- Arranging seminars and conferences as required to communicate research findings to decision makers and civil society groups across the New Forest
- Using websites and social media to promote understanding of poverty, it's structural causes and possible long term solutions
- Recording presentations, number of people presented to, interactions and social media postings and interest.
- Working with organisations, including Food banks to enable their clients, who have lived experience of poverty, to tell their stories
- Coordinating local campaigns and supporting and promoting national ones
- work on the outcomes of the Cost of Living report and work with organisations to agree clear objectives for each organisation to alleviate poverty

Expected Outcomes

Local elected bodies, policy makers and civil society groups to demonstrably take steps to alleviate the drivers of poverty identified by the research by owning actions in the NF Poverty Action plan

Local civil society groups to demonstrably increase engagement with campaigns to alleviate the identified drivers of poverty alongside practical actions

There is a greater awareness amongst Local elected bodies, policy makers and civil society groups of the drivers of poverty in the New Forest

An increased awareness of food and fuel poverty amongst local elected bodies, policy makers and civil society groups.

To work on the outcomes of the Cost of Living report and work with organisations to agree clear objectives for each organisation to alleviate poverty

Other Responsibilities:

- Uphold the aims and policies of Citizens Advice New Forest.
- Use agreed IT systems and tools appropriately, within GDPR requirements, to ensure all records are maintained in line with agreed procedures and administrative requirements.
- Follow all health and safety requirements and share responsibility for own safety and that of colleagues.

- You will be line managed by the Chief Officer of Citizens Advice New Forest but you will be tasked by and report back to the Poverty Action Steering group
- To work with the Organising and Local Mobilisation team in Trussell Trust and engage with the training and support on offer

In accordance with Citizens Advice national policy we may require the successful candidate to be screened by the DBS. However, a criminal record will not necessarily be a bar to your being able to take up the job.



Terms and conditions

EMPLOYER:	Citizens Advice New Forest
RESPONSIBLE TO:	Chief Officer
WORK PATTERN:	Monday to Friday across various locations within New Forest - 37.5 hours per week. This is a full time post
SALARY SCALE:	Up to £30,000 dependent on experience
HOLIDAY:	20 days per annum initially pro rata Plus, statutory bank holidays, to be taken by arrangement with the line manager
BASED AT:	Ringwood, Lymington, New Milton, Totton or Hythe office. The adviser will be expected to work across all CANF offices on a regular basis.

Possession of a full driving licence and use of a car, or otherwise able to fulfil the travel requirement. Some evening work will be required to attend meetings / events etc.



Personal Specification

The successful candidate will have:

- a willingness to learn about the nature of poverty and its possible solutions in the New Forest and a passion to change it for the better
- A strong understanding of or lived experience of poverty and its impact
- strong influencing skills
- the ability to plan and implement local campaigns for change
- the ability to project-manage strategic plans
- the ability to interact in an empathetic way with those who have a lived experience of poverty
- the ability to use and get the best out of social media platforms such as Facebook, Twitter etc.
- competency in managing and updating websites
- excellent communication skills, both orally and in writing
- the ability to analyse and evaluate information
- an ability to deliver effective multimedia presentations in person and online
- an ability to operate IT systems and packages used in the organisation, including the ability to input data for record keeping and navigate online information systems.
- the ability to work within guidelines, protocols and procedures.
- a friendly and outgoing nature and will be confident to make initial contact with external partners including local press.
- an ability to communicate with people at all levels.
- able to develop links in the community
- demonstrable ability to write copy for use in publicity
- ability to work on their own initiative as well as part of a team
- the ability to work with volunteers and paid staff across a wide range of stakeholders and agencies
- a positive attitude to self-development and assessment, including a willingness to learn and develop knowledge and skills.
- you will need a full driving licence and your own car. Travel expenses will be provided.

We look forward to hearing from you.