

## ROLE DESCRIPTION AND PERSON SPECIFICATION

### Senior Campaigning & Activism Officer

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#### BASE OF WORK:

Foxburrow Nature Reserve with regular travel across the county.

#### REPORTING TO:

Nature Action Manager.

#### VOLUNTEER MANAGEMENT

Volunteer manager tasks include using Team Kinetic & leading on volunteer recruitment, onboarding, recognition and day-to-day management of volunteers.

## ROLE PURPOSE

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Suffolk Wildlife Trust is an inspiring and impactful organisation with a compelling vision for our county: [A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help](#)

In the decade to 2030, we are committed to scaling up our activities across the county, to bring nature back to Suffolk. Our aim is for 30% of our county to be connected and well looked after for nature by 2030, so that our species and habitats can recover and thrive – and for 1 in 4 people to be actively helping to achieve this.

As the Campaigning and Activism Manager, you will lead efforts to mobilise public pressure, community activism, and collective action to accelerate nature recovery across the region. You will build power, activate supporters, and drive people-led campaigning that influences decision-makers, strengthens local movements, and delivers tangible change.

## MAIN RESPONSIBILITIES

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Every staff role has three key areas of focus known as the “Power of 3” to support our mission to bring nature back. Typically, you should expect to spend 80% of your time on these:

### Key Responsibilities

#### 1. Develop Public-Facing Campaigns

- Design & deliver compelling public campaigns aligned with organisational priorities that build support for nature recovery and influence local & regional decision-making.
- Develop campaign moments and public actions such as workshops, petitions, creative stunts, digital mobilisation and days of action. The role includes delivering campaigning workshops for young people and working out in the community, engaging with people of all ages.
- Create accessible pathways for diverse audiences to speak out, organise and participate in nature recovery.
- Working closely with the Marketing & Communications Manager, produce clear, engaging campaign content across digital channels, email and social media to inspire action & widen reach.
- Ensure campaigns are evidence-based, inclusive and rooted in community needs and insight.

## 2. Mobilise People for Action

- Recruit, support and mobilise activists, volunteers & supporters plus community leaders to take regular, impactful campaign actions across Suffolk.
- Provide tools, resources, training and guidance that enable communities to organise independent nature campaigns and activities.
- Work closely with the Senior Youth Nature Activist Officer to bring young voices into strategic campaigns.
- Develop, nurture and coordinate local campaign groups, activist networks & volunteer action teams across the region.
- Deliver briefings, skill-building workshops & mentoring to ensure supporters feel confident, informed and empowered.
- Foster a strong, inclusive activist culture that reflects our organisational commitments to equity, diversity and wellbeing.
- Share updates, wins, stories and calls to action to maintain movement momentum & engagement.
- Ensure safe, ethical and appropriate volunteer & activism practices, including safeguarding, risk assessment and safety guidance.

## 3. Drive Strategic Influence

- Translate policy goals into public-facing campaigns that influence councils, MPs, landowners, planners and other key decision-makers.
- Work closely with the Planning & Advocacy Manager to monitor political developments, identify opportunities and coordinate rapid-response activism.
- Plan and deliver targeted public actions that demonstrate visible community support for nature protection & recovery.
- Working with the Planning & Advocacy Manager, identify & analyse emerging political opportunities, risks and threats, offering recommendations for strategic action.
- Gather data, evaluate impact and feed insights into organisational strategy, advocacy & future campaign design.
- Build strategic relationships with partner organisations, local groups & community leaders to strengthen collective influence.
- Represent the organisation at external meetings, forums and events to advance campaign goals & build visibility.

There will be future line management responsibilities.

Use your skills and experience to contribute holistically to the Trust's vision for a Wilder Suffolk.

## PERSON SPECIFICATION

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- A personal commitment to Suffolk Wildlife Trust's mission to bring nature back.
- Proven experience designing and delivering impactful public campaigns that influence decision-makers or shift public opinion.
- Prior experience in planning, organising & overseeing programmes of events & campaigns.
- Excellent written & verbal communication skills.
- Competent IT skills using Microsoft 365
- Experience mobilising supporters, volunteers, activists or community groups to take meaningful collective action.
- Demonstrated experience supporting grassroots organising, community activism or movement-building & campaigning techniques.
- Experience coordinating campaign events, public actions or community-led initiatives.
- Experience working within political, environmental, social justice or advocacy contexts.
- Personal resilience to operate under pressure within the urgency the nature & climate crisis demands.
- Experience using Canva (desirable).

## OUR CULTURE

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Our organisational culture matters to us and enables us to achieve more for wildlife.

Your role description explains the three key areas of focus of your role. What is equally important is how you do it. Suffolk Wildlife Trust is a gutsy organisation - we show courage, determination and spirit, learning from experience and embracing new ideas.

We are driven by our shared values and passion for nature and support each other – staff and volunteers - to be the best we can to deliver for nature. We constantly strive to communicate and collaborate brilliantly, representing Suffolk Wildlife Trust in a friendly, professional and well-informed manner.

## ADDITIONAL INFORMATION

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- An Enhanced DBS check & Safer Recruitment process due to work with children and young people.
- The role may entail some evening and weekend working.
- The role requires an interest in working for a charity that is determined to protect wildlife for the future and for the people of Suffolk.
- The role requires the ability to drive, including a full driving licence and use of a vehicle, though pool vehicles may sometimes be available.
- The post holder has a responsibility to safeguard and to work in a way that promotes the safety and wellbeing of children and young people and adults at risk.

## WILD ABOUT INCLUSION

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Suffolk Wildlife Trust is committed to an inclusive and diverse workplace where everyone is welcome. As a conservation charity, we recognise the importance of diversity in both nature and our workforce of staff and volunteers. We strive to ensure that everyone feels valued and empowered to contribute to our vision of “[A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help](#)”.

## SAFEGUARDING AND SAFER RECRUITMENT STATEMENT

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Suffolk Wildlife Trust is committed to safeguarding and promoting a safe and secure environment for all children and young people and expects all staff and volunteers to share this commitment. Therefore, the successful applicant for this position will be subject to safer recruitment checks including an Enhanced Disclosure and Barring Service check.