

## Job Description

**Job title:** Divest Invest Campaigner (parental leave cover)

**Job purpose:** To lead Platform's Divest-Reinvest Campaign by mobilising people, carrying out communications work, advocacy, and/or analysing data.

**Hours:** 28 hours per week (3.5 days based on a 40 hour week), flexible by arrangement. Must be able to work in our office on Mondays and Tuesdays.

**Contract duration:** 1 year starting around 18 June 2018 (Parental Leave cover)

**Salary:** £32,000 pa, *pro rata* adjusted according to need, in line with Platform's Social Justice Waging System. See Terms & Conditions, below.

**Location:** Based in our London office.

**Responsible to:** Line Manager, Management Group and Trustees

**Application Deadline: 10am on 25 April**

### Platform

Platform brings together human rights campaigners, educators, environmentalists, artists and community activists. This vital mix enables us to create innovative projects driven by the need for social and ecological justice. Our methods are interdisciplinary, combining the power of art with the tangible goals of campaigning, the rigor of in-depth research with the vision to promote an alternative future. For more detail, please see the 'background' section below.

### The Divest-Reinvest campaign

The Divest-Reinvest campaign works with local campaign groups, trade unions, and councillors nationally to move municipal pensions from fossil fuel corporations into investing for the public good. Working in coalition with Friends of the Earth, 350.org, and Energy Democracy Project, we analyse pensions data, generate news stories and build the support of unions and local councillors that is needed to win divestment commitments. We have already won full and partial divestment commitments from a range of local councils including Waltham Forest, Southwark, and Merseyside. With Unison (the biggest union representing municipal workers) and the TUC now onboard with fossil fuel divestment, now is the time for major wins.

Here's some of what we helped make happen in the last year: [Fuelling the Fire](#) - a full breakdown for all local pensions investments, media coverage from the [Times of Tonbridge](#) to the [Financial Times](#), and UNISON [backing divestment](#).

## **Platform's other projects**

Our Sustainable Cities Campaign is building bold city-based action to democratise and decarbonise the energy system. Our Voices that Shake! Project is aimed at decolonising the arts and environmental movement by placing young people of colour at the centre and emboldening them to create and campaign.

## **Main Responsibilities**

The successful candidate should be motivated to work towards climate justice, to democratise our energy system, and overcome oppression. Working in coalition with other organisations such as 350.org and Friends of the Earth, alongside local campaign groups and with support from 1-2 other Platform staff, you will lead the Divest-Reinvest campaign.

The campaigner will be responsible for:

- Producing and researching campaign materials
- Influencing decision-makers in local councils and pension funds.
- Generating mass-media coverage to influence and reframe debates
- Producing social media content and email campaigns, and engaging audiences online
- Analysing pension investment data
- Building networks of trade unionists and local councillors working for fossil fuel divestment
- Collaborating with coalition partners
- Organising and representing Platform at public events
- Fundraising and reporting to funders

Depending on the campaign strategy and the candidate's strengths, the role can develop to emphasise some of these aspects more than others. Therefore we don't expect you to be able to do everything in the "desirable" section of the person specification.

Everyone fundraises in Platform. As a campaigner you may not be used to this, but training will be given. Fundraising experience is very welcome, but we also welcome applicants with transferable skills that can be applied to fundraising. You will also be expected to report to funders and meet project outcomes.

## **Person Specifications**

We expect the applicant to meet most of the essentials listed here, and some of the desirable. (But nobody meets everything!). A university degree is not a requirement.

### **Essential experience or skills**

- Sustained experience in campaigning (this could be in a paid or unpaid context)
- Strong writer / editor
- Able to motivate people (in speaking, in writing)
- Strong and constructive team worker
- Campaign research or data analysis skills
- Commitment to collective working in a flat / non-hierarchical setting
- Motivation to work towards climate justice, to democratise our energy system, and overcome oppression
- Interest in fossil fuel divestment campaigning
- Interest in working with trade unions and/or councillors
- Time-management skills (incl the ability to work on several parallel pieces of work)
- Willingness to work on fundraising
- Ability to think strategically about how to make change happen

### **‘Desirable’ experience or skills (a reminder: we do not expect applicants to cover a majority of these, you are welcome to pick several to focus on)**

- Able to generate mass media coverage and influence mass media debates
- Able to generate powerful / ‘viral’ social media content that engages audiences
- Able to engage / influence decision makers
- Able to work with social movements / mobilise people
- Able to organise events
- Experience of working inside trade unions and/or local councils
- Fundraising skills (charitable trusts, arts, academic, or individual donor fundraising)
- Fast writer / editor
- Understanding of intersectional politics
- Experience of working in NGO coalitions

## **Equal opportunities / Decolonising our work**

Platform strives to apply equal opportunities principles both in its recruitment and in its work. We oppose all forms of unlawful or lawful discrimination on the grounds of colour, race, nationality, ethnic or national origin, gender, sexuality, marital status, religion, age or disability.

The successful candidate will be selected on the basis of how well they fit the person specification, as judged by their application materials and their interview performance.

We would particularly like to encourage applications from people of colour / black or brown people, who are currently under-represented in Platform. Where two or more candidates are judged to be of equal merit, priority may be given to a BME candidate as these groups are less well represented at Platform.

Due to the ridiculous and racist border restrictions in the UK, Platform is unfortunately unable to arrange work permits for applicants without UK residency.

Let us know if there's any reasonable adjustments you'd like us to make in the application and interview process in view of a disability or health issue.

**If you would like to discuss the role or the application process informally, contact us on [info@platformlondon.org](mailto:info@platformlondon.org) (you can ask us to ring you back!).** If you're unsure about something in the person spec, please do get in touch!

### **Further background on Platform:**

Platform is a leading charity campaigning for social and environmental justice. Our methods are interdisciplinary, combining the power of art with the tangible goals of campaigning, the rigor of in-depth research with the vision to promote an alternative future.

Our work is led by our values (you can read more in [our values statement](#)).

Our work delivers results. Working with Iraqi colleagues, we succeeded in stopping an oil law that would have given companies like BP and Shell long-term control over Iraq's oil, in spite of intense pressure from US and UK occupation forces. We were part of pushing Tate to drop BP sponsorship, getting RBS to stop financing tar sands, blocking BP's \$12 billion Idu gas plant and supporting social movements from Uganda to Egypt to Scotland - and in London.

### **Organisational structure:**

Platform promotes shared leadership and collaboration, and our structure reflects this. We value everybody's work equally and support each other to make ambitious projects possible.

As a charity, ultimate responsibility for and control of the organisation lie with the Board of Trustees. However, instead of an Executive Director, we have a rotating Management Group (MG). All permanent staff are invited to join the MG nine months after starting a role in Platform, subject to approval of MG members.

MG members have specific responsibilities for running different aspects of the organisation, and report to Trustees and the wider organisation. As this is a limited term contract the new campaigner will be line-managed by a member of the MG.

## What other people say about us:

*"Platform's leadership and your excellent data enabled us to make the decision to divest Waltham Forest Pension Fund from fossil fuels." - Yemi Osho, Councillor and WF Pension Committee Member*

*"Platform is about intelligent activism that draws people in."*  
Officer from a major UK funder.

*"Mind-opening ...I'm deeply inspired by the work you do and the platform you offer for young people to reflect collectively and artistically on the lived experience of our contemporary realities of multiple oppressions and silencing."Structural change and personal transformation", one not without the other...thank you!"*  
Alex London, Voices that Shake! Showcase, 2016

*"Please, please keep doing what you've been doing, so that in time people like myself can gather the courage to do the same, creating generations who aren't afraid – afraid to be open and honest, and challenge the status quo." Samia Aziz, Shake! Participant*

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## How to apply:

### Application Deadline:

Please submit your application by 10am on Wednesday 25 April. We will conduct interviews on 8 May.

### Please send us:

1. **Your CV**
2. **A 2-3 page Supporting Statement. Please include:**
  - **how you meet the Person Specification**
  - **why you want this job**
  - **why you would like to join Platform**
  - **where you saw the job advertised**
3. **A filled out [Equal Opportunities form](#). These are used for our own monitoring purposes so we can improve our recruitment process to make it more accessible and inclusive. The information will not be used for selection purposes except for the positive action described above.**

Email your application to [info@platformlondon.org](mailto:info@platformlondon.org) by 10.00am on Wednesday 25 April 2018. Please use the subject heading: 'Campaigner vacancy'.

If you are interested and would like any advice or to discuss the role or the application process informally, please contact us on [info@platformlondon.org](mailto:info@platformlondon.org) (you can ask us to ring you back!). We're happy to chat things through, please don't hesitate.

We would particularly like to encourage applications from people of colour / black or brown people, who are currently under-represented in Platform. Where two or more candidates are judged to be of equal merit, priority may be given to a BME as these groups are less well represented.

**Interviews will take place on 8 May 2018. Candidates will be invited for interview by the 1 May.** If you are invited to interview you will be asked to prepare a short written task to bring with you.

**Due to limited capacity we are unable to reply to applicants who have not been invited for interview.**

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## Terms & conditions

### Salary:

Your salary will be determined by Platform's ground-breaking Social Justice Waging System, based on a core rate £32,000 per annum, pro rata. Under this radical scheme, not only are all staff subject to the same salary levels (regardless of position in the organisation), the levels are adjusted according to need. For example, those with substantial inherited savings are paid less than those without, and there are extra salary increases available to those with children or dependents. We believe this system constitutes a major step forward in providing equal opportunities.

For each year's employment, staff are rewarded with an increase in salary of 1% per year worked. The details of the System are reviewed regularly, with all staff encouraged to participate in the review. Details of the System (including principles, rationale and mechanisms) are available on request, from [info@platformlondon.org](mailto:info@platformlondon.org).

**Hours of work:** 28 hours (3.5 days) per week including Mondays.

**Contract:** Short term 1 year (subject to 6 months' probationary period).

**Holiday:** 30 days per calendar year plus bank holidays (pro-rata)

**Pension:** Platform will match your contributions either to its group pension scheme, or to your own ethically invested personal pension scheme, up to a maximum of 7.5% of salary.

**Place of work:** Platform office at Oxford House, off the Bethnal Green Road, London. Some working from home may be possible, by negotiation.

**Notice of termination:** One month from either side.

**Access:** Platform will make whatever reasonable adjustment to the office or to working arrangements so as to accommodate the needs of disabled people as possible. Platform's office is on the second floor, with step-free access using a ramp and a lift. Step-free access bathrooms are available on the ground floor of the building.