

## Job Description

**Job title:** Campaigner

**Job purpose:** To support Platform's campaigns by mobilising people, carrying out communications work, and/or targeting decision makers

**Hours:** 20 hours per week (2.5 days based on a 40 hour week), flexible by arrangement

**Salary:** £31,000 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:** Management Group and Trustees

**Application Deadline:** Noon on 6th June

### 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.

### Platform projects

Platform has a number of projects. Our work on Fossil Free Culture focuses on removing oil corporations' social license to operate by encouraging arts institutions to drop oil sponsorship. Our energy democracy work promotes public, democratic and cleaner energy - including through our Switched on London campaign. We are working with movements across Europe to stop Europe's new fossil fuel pipelines. Our project Voices that Shake! is aimed at decolonising the arts and environmental movement 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. They will work as part of a team on several Platform projects. These may include [Fossil Free Culture](#), [Voices that Shake!](#), [Switched On London](#), building [energy democracy](#), and mobilising to stop Europe's new fossil fuel pipelines.

The campaigner will be responsible for:

- Producing and researching campaign materials
- Organising events
- Fundraising and reporting to funders
- Representing Platform at public events

We expect the post-holder to particularly focus on one or more of the following:

- Outreach and movement-building
- Generating mass-media coverage to influence and reframe debates
- Producing social media content and email campaigns, and engaging audiences online
- Targeting and influencing decision-makers.

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

Platform's work combines arts and social change. A desire to develop and apply your skills in arts and creative methods is very welcome.

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.

After the probation period (9 months), you will be invited to actively participate in organisational management.

## **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 teamworker
- Some research skills
- Commitment to collective working in a flat / non-hierarchical setting
- Motivation to work towards climate justice, democratise our energy system, and overcome oppression
- Computer literate
- Time-management skills (incl the ability to work on several parallel campaigns)
- Flexibility to respond to opportunities and challenges
- Interest in the arts and creative methods

### **'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
- Ability to think strategically about how you make change happen
- Able to engage / influence decision makers
- Able to work with social movements / mobilise people
- Able to organise events
- Conversant with web content management systems, mass mailing, databases
- Investigative skills in campaigning
- Fundraising skills (charitable trusts, arts, academic, or individual donor fundraising)
- Fast writer / editor
- Understanding of intersectional politics

### **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 purely 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 specs, 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.

The arts are a central part of Platform's work. This allows us to be consistently innovative and creative in our campaigns. Platform's cultural profile enables the work to reach a wide and diverse audience. Our unique blend of arts, environment, activism and education is also central to our diversified fundraising strategy. 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 Idku gas plant and supporting social movements from Uganda to Egypt to Scotland - and in London.

We are internationally recognised for our analysis, ideas, methods and impacts.

### **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, the role of Executive Director role is carried out by a Management Group (MG). All 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. Currently the four MG roles are Finance, Fundraising, Systems, Strategy and Programming. The new campaigner will be line-managed by a member of the MG initially; although it is anticipated that the campaigner may become a member of the MG in due course.

### **What other people say about us:**

*“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*

*“Your research was very influential in our decision to sell 100% of our fossil fuel exposure last year; this significant decision amounted to well over \$100 m of redemptions, capital being pulled out of that sector. All gone!”*

Managing Director of a large investment fund.

*“Platform has excelled and inspired as an organisation for justice for [Ken] Saro-Wiwa, human rights, wild places and the value of tireless campaigning against all odds. Well done - thank you!”*

Louise, (supporter) by email.

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### **How to apply:**

#### **Application Deadline:**

Please submit your application by noon on Monday 6th June. We are aiming to conduct a 1st round of interviews on 13th and 14th June, and a second round on 20th or 21st June.

#### **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 below.

Email your application to [info@platformlondon.org](mailto:info@platformlondon.org) by 12.00pm on Monday 6th June 2016. 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.

**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 £31,000 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:** 20 hours (2.5 days) per week.

**Contract:** Permanent (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, near Tower Bridge, London. Some working from home may be possible, by negotiation.

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

**Access:** Platform's office is on the ground floor. Platform will make whatever reasonable adjustment to the office or to working arrangements so as to accommodate the needs of people with disabilities as are possible.