

Campaigns Coordinator



JOB PURPOSE: The Communications & Campaigns Department at PWYP conceives and executes powerful network driven advocacy campaigns and strategic communications that progress our people-centred agenda for extractive industries. Working across our 1000-strong global movement, this new department ensures the political analysis, storytelling, visibility and coordination needed to make the voice of the PWYP movement more powerful than the sum of its parts and achieve real change in the policies and practices of key players in the extractives sector. The Communications & Campaigns Department also amplifies the voices of our members in key regional and international fora, and supports effective knowledge-sharing among members to strengthen advocacy impact and to realise the achievement of the collective goals in Vision 2025, our global strategy.

Working across our global movement, the Campaigns Coordinator is responsible for managing and executing highly collaborative campaigns to drive large scale shifts in the oil, gas and mining industries. In close collaboration with the Communications Coordinator and our Member Engagement Department, the Campaigns Coordinator will convene and support our members to respond collectively to advocacy opportunities, ensure we have the intel and connections to be effective, and help scope new global campaigns and influencing opportunities.

REPORTS TO: Strategic Communications & Campaigns Manager

SALARY: £41,670 pa pro-rata (based on London. Salary will be adjusted depending on location to reflect cost of living)

SUPERVISES: Consultants engaged on projects

LOCATION: Flexible (Time Zone +/- 3 GMT)

We are currently establishing a presence in Brussels and are eager to speak to candidates based in Belgium.

SCOPE OF RESPONSIBILITIES:

Key Result Area	Performance Indicators
<p>Coordinate and synthesise thought leadership and political analysis on key issues, and translate this into winnable campaigns to advance PWYP's Vision 2025 strategy.</p>	<ul style="list-style-type: none"> ● In close collaboration with the Member Engagement Department, coordinate our global membership to develop shared understanding and leadership on global advocacy priorities and emerging issues in the oil, gas and mining sectors. ● Provide tactical leadership to campaigns, including developing compelling framing and power analysis, and managing advocacy materials for message consistency and effectiveness. ● Identify and leverage key campaigning moments to influence advocacy targets, maximise the reach of our messages and advance PWYP's campaign efforts (e.g. International meetings or conferences, policy developments and consultations, and breaking news). ● Help scope new campaign opportunities in close collaboration with colleagues at the PWYP Secretariat, members and partner organisations. ● Maintain intel on campaigning priorities and advocacy targets and share with relevant colleagues in the Secretariat, PWYP members and key partners. Ensure campaign tactics adapt to changes in context.
<p>Coordinate, support and deliver shared, inclusive and innovative campaign strategies with PWYP members that influence our target audiences.</p>	<ul style="list-style-type: none"> ● In close collaboration with our Member Engagement Department, organise and mobilise PWYP members around shared campaign goals and moments ensuring an inclusive, impact-focused approach ● Develop and orchestrate the dissemination of factsheets, talking points, blogs and other material to ensure coherent, aligned and effective advocacy messages across the PWYP movement. ● In close collaboration with the MEL coordinator, capture and share stories of change, progress and lessons learned across the movement as a result of campaigning efforts. ● Advise our Member Engagement Department and PWYP members on regional advocacy efforts, including inputting into the development of compelling framing and messaging for regional advocacy priorities. ● Work closely with colleagues in the PWYP Secretariat to coordinate and support rapid response advocacy when PWYP members are under attack.
<p>Ensure PWYP is well connected, and plugged into relevant policy foras and discussions to advance advocacy priorities.</p>	<ul style="list-style-type: none"> ● Identify and build strategic relationships - including with partners, international institutions and journalists - to advance advocacy priorities, including by coordinating secretariat staff and PWYP members to build relationships directly. ● Monitor important regional and international fora, policy developments and

	discussions, and ensure PWYP is responsive to these.
Actively and regularly contribute to the PWYP Monitoring, Evaluation and Learning framework	<ul style="list-style-type: none"> • Track and log media mentions and other relevant campaign data for MEL framework. • Lead reflection on learning from campaigning and media engagement and adapt strategies accordingly.

And other duties as requested by the Strategic Communications & Campaigns Manager

FINANCIAL SCOPE:

Financial Impact of Role	Nature of Responsibility
Small (under £5000); Medium (£5000-£499,000); Large (£500,000-£1,500,000); Very large (over £1,500,000) Medium	Stewardship; Shared Responsibility; Direct Responsibility; Accountable Shared Responsibility
Narrative: The Campaigns Coordinator is responsible for setting and managing a medium size budget; ensuring good value for money in terms of impact achieved as a result of expenditure.	

Competency	1	2	3
Commitment & Drive for Results		√	
Proactivity & Innovation		√	
Effective Resource Management		√	
Relationship Building		√	
Communication & Influencing			√
Thinking & Problem Analysis		√	
Learning & Resourcefulness		√	

Experience & Knowledge

- 5+ years' experience delivering high-impact campaigns to drive change in complex systems. Experience executing highly collaborative or networked campaigns or experience supporting a cultural shift towards campaigning in an organisation desirable.
- Track record of developing strategic relationships to enhance communications or advocacy efforts, e.g. civil society partners, consultants, journalists, policymakers. Experience building relationships with grassroots organisations desirable.
- Proven ability to quickly understand and stay informed across a wide range of complex issues, while also building deep technical knowledge when needed. Prior experience doing this in the field of natural resource governance is desirable.
- Very good written work and language skills in English; French and other languages highly desirable. High level of attention to detail with an eye for grammar & spelling.
- Track record of leading and/or implementing complex projects including planning, execution, and evaluation of lessons learned.

Skills and abilities:

- Ability and willingness to work flexibly in a fast-paced team environment with colleagues based around the world.
- Anticipatory and strategic thinker with a hands-on, problem-solving, proactive attitude.
- Computer skills: Google suite, Microsoft Office.
- Willingness and ability to travel (around 3-5 international trips a year, for 3 to 5 days each) - We are not planning any international travel for the foreseeable future due to the Covid-19 pandemic, this will be reviewed mid-2021.

Personal style and behaviour:

- Commitment to the vision, mission and values of PWYP.
- Actively encourages and feels at home in a diverse and inclusive working environment.
- A sense of humour, humility, and collegiality.
- Capacity for self-reflection and a commitment to learning and growth.
- Comfortable and able to work remotely from home.