

Job Description

1. Identification of Job

Job Title

Head of Advocacy

Function

CEO

Responsible to

Chief Executive

Responsible for

Volunteers and placements

Budgets Held

Directly responsible for advocacy budget expenditure c£30k pa

Responsible for oversight of Forest for the Nation budget c£2m pa (to third party via Defra)

Responsible for raising >£250k pa income via advocacy led programme

2. Overall Purpose of Job

To lead, develop and manage the National Forest Company (NFC) and National Forest advocacy work. This will include leading on the Forest for the Nation (FFTN) initiative, delivering a wider advocacy programme for the organisation, and contributing to income generation targets.

3. Main Responsibilities

Forest for the Nation

- a) To lead, develop and manage the Forest for the Nation project with Defra to ensure strategic outcomes are met. This will include working closely with project applicants to provide mentoring support through bidding stages, facilitating specialist support where required and delivering ongoing guidance to the successful projects, as well as maintaining relationships with the unsuccessful projects to steer them to future opportunities.
- b) To represent the NFC and FFTN on relevant Defra and partnership groups as required, in particular for the Nature for Climate Fund, to demonstrate progress and delivery, and ensure the FFTN is positioned as an effective delivery mechanism.
- c) To support the FFTN with quarterly and annual progress reports and claims to Defra, ensuring that these are delivered in a timely manner and project milestones and targets are demonstrated.
- d) To work with the Defra media and communications work on the FFTN to provide profile and visibility for the project and ensure that the role of the National Forest is recognised.
- e) To continue to develop the brand and strategy of the FFTN with the NFC, Defra and wider partners. This will include the relationship to the National Forest, differentiation from other initiatives and national distinctiveness.

Advocacy

- f) To lead the NFC's advocacy work with the Chief Executive, Board and Senior Leadership Team to position the NFC with key partners, government, funders and supporters. This will involve developing an advocacy programme linked to the NFC's brand, marketing and communications work, to enable a scaling up of operational delivery.
- g) To advocate for the FFTN initiative with Defra, Ministers, parliamentarians and wider partners to build momentum, support and recognition for longer term development and expansion.
- h) To establish, run and promote advocacy campaigns and initiatives to position the National Forest and NFC. This will involve producing publications, commissioning research and organising events of regional and national significance, together with the NFC's marketing and communications team.
- i) To support the Chief Executive and Chair with high level meetings, including producing briefing material, and facilitating discussions.
- j) To build partnerships with key individuals, organisations and ambassadors who can support the NFC's advocacy work by extending reach and impact.

Income generation

- k) To develop and lead an advocacy-led income generation programme in conjunction with the Chief Executive and Senior Leadership Team. This will include Defra and other government funding, and green and private finance in support of the NFC's strategic direction and wider income generation strategy.
- l) To research and advocate future funds for the FFTN with Defra, other government departments and funding bodies.

Corporate development

- m) To work across the NFC Teams to integrate the advocacy programmes with other activities including Operations, Development, Commercial and Corporate Services.
- n) To contribute to the NFC Board, Committees, Working Groups and external meetings through reports and presentations, as required.
- o) To work with the Development Team to develop content for case studies, campaigns, social media posts, NFC website, blogs, and other promotional content.
- p) To undertake other relevant duties as directed by the Chief Executive.

4. Benefits of working with the NFC

Salary

This is a full time, permanent post of 37 hours per week. The successful candidate will be appointed within the Grade 7 salary range of £51,626 to £58,876 per year.

Pension

An important part of the pay and reward package NFC offers employees is the option to join the Civil Service Pension Schemes arrangements. These arrangements offer a choice of two types of pensions:

- **Alpha:** This is a career average pension scheme (defined benefit) that has a member contribution rate ranging from 4.6% to 7.35% dependent on your salary. The current employer contribution rate is c27% of salary.
- **Partnership pension account:** This is a stakeholder pension with a contribution from the NFC of up to 14.5% based on your age.

Generous Annual Leave and Bank Holiday Allowance

We offer 30 days' annual leave and 10.5 days public and privilege holidays.

Staff Bonuses

We offer end of year performance awards to our employees.

Place of Work

The principal place of work will be at the National Forest Company's office in the heart of the National Forest at Enterprise Glade, Bath Yard, Moira DE12 6BA. However, we have adopted a more flexible hybrid home/office way of working, subject to the needs of the organisation.

Learning and Development

Everyone at the NFC is supported to develop their skills and capabilities. All new employees joining will have a full induction to the NFC's work and our policies. We also encourage our employees to take up volunteering opportunities as a great way to share skills, while developing new insights and stronger links with our communities.

Staff Wellbeing

We have various measures in place to assist with the wellbeing of our staff including:

- **Flexible working** – to allow for variations in your hours, or working from home, where this is compatible with business needs.
- **Employee benefits scheme STaR** – includes cycle schemes, discounts for gym membership etc.
- **Employee Assistance Programme** – a free and confidential 24/7 telephone advice service available to staff.

Time off in lieu

Due to the nature of the work some unsocial hours may be required in the evenings and weekends to ensure the effective implementation of this post. Time off in lieu is applicable for this role.

Travel

The post-holder will frequently need to travel to sites across England. Where the postholder has access to a vehicle for use on NFC business, mileage is reimbursed.

Policies and procedures

All staff are required to abide by organisational policies and procedures and to contribute to the smooth administration of the National Forest Company. This includes promoting and acting as an ambassador for the National Forest.

5. Person Specification

Experiences and Qualifications	Essential (E) or Desirable (D)
A degree level qualification or equivalent.	E
At least five years' relevant experience in a similar role.	E
Experience of running a range of advocacy programmes including campaigns, events, stakeholder management and income generation.	E
Experience of building strong relationships with civil servants, MPs and peers, partners and funders.	E
Experience of project planning, facilitation and management, including monitoring budgets and performance.	E
Knowledge	Essential (E) or Desirable (D)
Knowledge of the advocacy environment including parliamentary processes, policy development, business compliance and funding climate.	E
A broad knowledge of environmental, social and economic policy issues relevant to the National Forest and environment sector.	E
A good understanding of the economics of environmental schemes and markets including green and private finance.	E
An understanding of the history of the National Forest and its development.	D
Skills	Essential (E) or Desirable (D)
Excellent written and oral communication skills, with the ability to analyse and interpret complex information.	E
Excellent advocacy and negotiation skills, with the ability to successfully build trust and relationships between organisations, groups and individuals.	E
Ability to manage multiple programmes, demonstrate project and financial management skills, and effectively deliver to meet deadlines.	E
A high level of IT literacy, web and digital marketing and other IT applications.	E
Personal Qualities and Behaviours	Essential (E) or Desirable (D)
High level of enthusiasm, self-motivation, and initiative.	E
Flexible and positive outlook.	E
Collaborative team player, able to work effectively individually and across the organisation.	E
Commitment to environmental issues.	E
An understanding of the importance of Equality, Diversity & Inclusion.	E