

## Co-ordinating the campaign for community power

*Freelance opportunity for an enthusiastic and organised campaign co-ordinator*

*Applications considered on a rolling basis. Recruitment closes 19 February 2023*

*Please email all applications to: [will@willbrett.info](mailto:will@willbrett.info)*

*For an informal conversation about the work, get in touch with Will at [will@willbrett.info](mailto:will@willbrett.info)  
/ 07979 696 265*

### 1. Overview of this opportunity

[We're Right Here](#) is the national campaign for community power.

We are seeking support from an individual freelancer/contractor to act as **campaign co-ordinator** and help us turbo-charge our campaign over the next six months.

Working around 2.5 days a week, the co-ordinator will be responsible for growing public support for our campaign – particularly among community and local groups.

They will be the main source of support for local champions of our campaign in their efforts to advocate for a Community Power Act. They will do this by seeking speaking and training opportunities for the community leaders on our Campaign Team; recruiting and training a new cohort of 'community champions'; building awareness and support through digital comms (including social media); and managing our wider network of supporters.

We are looking for a highly enthusiastic and organised individual with experience across the various methods of building support for cause-led campaigns. They should be as excited as we are about the potential for this campaign to fundamentally change where power lies in this country. And they should have the necessary experience to take on this broad-ranging and demanding role.

The budget for this work is £3,500 per month including any VAT, working 2.5 days a week. We are offering an initial six-month contract, with the strong possibility of further work beyond this date.

Applicants should set out why they support our campaign; their experience which qualifies them for this work; and how they would seek to deliver it. Applications will be considered on a rolling basis, up to 19<sup>th</sup> February 2023.

## 2. Relevant background on *We're Right Here*

### Our vision

People should have the power to shape their places and communities should have the rights and tools they need to come together and take control of their own futures.

We believe in a community-powered UK, where people across the country find connection, purpose and pride in local action. Where decisions are made at the most local level possible, and people's understanding of and passion for their areas is embraced and put to good use. Where community organisations and groups are trusted and supported to get on with the work of improving their places, and public institutions work in genuine partnership with communities.

### Our mission

The *We're Right Here* campaign is working to **build a united movement for community power**, spanning places and communities across the UK as well as the political spectrum.

We are campaigning for a [Community Power Act](#) to give communities more control over the spaces, services and spending decisions which shape their places and futures. We see this as the first step towards bringing about the fundamental change we need, and unlocking the power and potential contained within each and every one of our neighbourhoods.

### Our governance and ways of working

Our campaign has been convened and is being supported by seven national organisations: Power to Change, New Local, Locality, The Cares Family, the Young Foundation, the People's Health Trust and the Joseph Rowntree Foundation.

Importantly, our team also includes eight grassroots community leaders who lead locally rooted organisations in areas across England. These individuals (who are [introduced](#) on our campaign website) are working in their local areas to fulfil a range of social missions. All agree, however, that we're stuck in a system which isn't working anymore – one built around public sector institutions which were designed to do things *to* communities and not *with* them. These community leaders are the driving force behind our campaign.

A 'Campaign Team', made up of the eight community leaders and representatives of the seven national organisations plus campaign director, Will Brett, meet once a fortnight to agree strategy and actions. A 'Working Group' made up of staff from some of the seven national organisations is tasked with carrying out the decisions of this group.

### Our campaign network

Over the course of the last two years, the *We're Right Here* campaign has brought together a strong and diverse network of individuals from across England who lead or are active in a wide variety of community organisations and groups.

In the summer of 2020, we ran a series of online workshops exploring the challenges facing these community leaders and activists; their experiences and understanding of power; and how their work could be made easier and more effective. These workshops were attended by over 120 leaders of locally rooted organisations and groups from every region of the UK. Crucially, they demonstrated that community organisations working across sectors and to advance a diverse array of social missions share a view that affecting change at the neighbourhood-level is made harder than it needs to be by common issues including a lack of physical space available for community use; insufficient funding; and local authority practices which create barriers to community action.

Having established that the community power agenda resonated with a broad range of organisations, we also used these workshops to pinpoint policy changes which they felt would have a meaningful and positive impact on their work. Holding these events further allowed us to identify potential candidates for our campaign team of community leaders, and we directly engaged with a significant proportion of the workshop participants to encourage them to consider playing an active role in the campaign.

This coalition-building effort resulted in over 150 representatives of community organisations and groups attending our campaign launch event in November 2021. Following this event, we continued to engage with this network of community leaders – holding a series of events to co-produce [our proposal for a Community Power Act](#) and develop our [open letter to the Government](#).

In June 2022, we held a parliamentary rally which was attended by around 50 community leaders from across the country as well as 20 parliamentarians and a large group of policy professionals.

Since then, while making strong progress on our political influencing work – including winning several promising commitments from the Labour front bench – we have simultaneously sought to establish a plan for building awareness of and support for a Community Power Act in communities around the country.

### **3. This opportunity**

This role is a central element of our new plan for growing public support for the campaign, particularly among community and local groups.

The person recruited to this role will be the main point of contact and support both for the community leaders who sit on the Campaign Team, and for the wider base of campaign supporters.

They will be responsible for the following activities:

<p><b>Scope, book and support community leaders to speak at strategic events and places</b></p>	<p>To enable the community leaders to spend as much time as possible building support for the campaign, the co-ordinator will scope out events at which it would be strategic to have representation. They will book community leaders into relevant speaking opportunities to take forward the campaign message, as well as training opportunities to help other local leaders advocate for the campaign. They will brief community leaders before events and follow up with any contacts they make at the event.</p>
<p><b>Recruit and train first cohort of 'community champions'</b></p>	<p>Working with the existing network of supporters, the co-ordinator will recruit and train a new cohort of around eight community champions to act as local advocates for the campaign.</p>
<p><b>Support community leaders and champions to engage with local power in their area</b></p>	<p>The co-ordinator will liaise regularly with the wider working group so they are up to date and can advise community leaders and champions on policy/political developments. They will also ensure that the regions/constituencies/council areas our leaders and champions are based in are reviewed regularly for opportunity to influence and gather interest and support for the Community Power Act.</p>
<p><b>Manage design and delivery of public resources for building support</b></p>	<p>The work to support community leaders and champions in their advocacy will require various simple public resources, such as toolkits for specific advocacy targets. The co-ordinator will be responsible for producing these. There is an additional (small) budget for design of digital and printed materials.</p>
<p><b>Use social media and digital comms to gather and disseminate 'community power' stories</b></p>	<p>An important element of our strategy is to use the stories of people making things happen locally both to show what is possible and what more could be done in a more enabling environment. The co-ordinator will be responsible for gathering these stories and using our social media and other comms channels (including a Mailchimp newsletter) to share them, thereby growing our community and increasing support for our campaign.</p>
<p><b>Manage our partnerships and support network, including via contact database</b></p>	<p>As our base of supporters grows, the co-ordinator will be responsible for ensuring we keep track of everyone we are in touch with. This will mean assigning team members to follow up with individuals and organisations, and ensuring our contact database is up to date via a simple CRM system.</p>

The co-ordinator will initially report to the Campaign Director, and will work closely with the Campaign Manager on all elements. They will also have support from some of the wider

'working group' of staff drawn from the seven supporting organisations, and will be expected to attend fortnightly 'working group' meetings to keep up to date with wider campaign plans and report on progress made.

A prerequisite will be to establish good working relationships with the community leaders on the Campaign Team. The co-ordinator will be expected to attend our Campaign Team meetings (twice a quarter, one in-person and one online) and take part in strategic discussions.

The budget for this work is £3,500 per month, working 2.5 days a week. We are offering an initial six-month contract, with the strong possibility of further work beyond this period.

Precise objectives will be agreed at the outset of the initial six-month period, but we expect the co-ordinator to have achieved something along the lines of the following:

- Community leaders booked, briefed and debriefed for 6-10 speaking opportunities
- 10-12 'community champions' recruited and trained
- Facilitated meetings or other actions/interventions with 8-10 local authority leaders and/or local MPs
- 20-25 'stories of community power' published across channels
- 6 Mailchimp newsletters sent out
- New, streamlined contact database established

#### **4. How to apply**

Please set out in a cover letter of no more than 1,000 words why you want the campaign to succeed; your relevant experience for this role; and how you would go about meeting the brief. Feel free to include relevant documents or links as attachments, including a CV or some other indication of your experience.

Please email the cover letter and any relevant attachments to Will ([will@willbrett.info](mailto:will@willbrett.info)) by 19 February 2023. Applications will be considered on a rolling basis.