



# JOIN THE LINE -UP

**Surfers Against Sewage  
Recruitment Pack**

**Head of Campaigns and Advocacy  
July 2024**



**Ocean health is vital to all of us, wherever we live. The food we eat and the water we drink. The places we work and play. The weather around us. The climate we depend on. Even the air we breathe. Society has been shaped by a healthy and stable ocean. For people to continue to thrive and live life to the fullest, the ocean must thrive too. The planet is at tipping point and change is needed now.**

From a handful of activists to a nationwide movement over the last 30 years, Surfers Against Sewage has grown into one of the UK's most successful marine conservation and campaigning charities. 30 years on, sewage and plastic pollution remain huge threats to a thriving ocean.

We must therefore continue to grow our impact to change the systems which create these issues by putting profit over people, and which promote short-term thinking to solve issues with long term consequences.

The heritage of our organisation is anchored in the ocean. Yet our reach and influence now permeates communities



and institutions nationwide, from a programme of school engagement, through to supporting community groups to monitor and lobby for better protection of inland bathing waters

In this decade devoted to the ocean, we will redouble our efforts and continue to mobilise and equip the biggest and most authentic community of ocean conservation campaigners and volunteers in the UK.

**If this inspires you then please read on to find more about who we're looking for.**





# THANK YOU FOR YOUR INTEREST IN JOINING OUR TEAM!

I joined in August and couldn't be more excited to have joined the team. We will take time to look back at the amazing things SAS has achieved in 30 years and apply this wisdom to the current global

context of environmental, social, and political challenge. Our staff, volunteers, communities, and supporters make up our Ocean Activists; this is a powerful tribe which will continue to demand change and I remain optimistic that we will achieve it.

2024 will see us deliver the final year of our Ocean Impact Plan and collectively create a 2025-30 Strategic Plan. This is an exciting time to join our team and get involved in writing the next chapter, which will see us collectively create a new 5-year strategy. We will start with our Theory of Change, underpinned by science, to channel every action of every Ocean Activist into effecting real and lasting solutions."



**Giles Bristow**  
CEO





# EQUITY, DIVERSITY AND INCLUSION

Surfers Against Sewage  
Recruitment Pack



**Here at Surfers  
Against Sewage, we  
are not ones to shy  
away from the big  
topics. Equally, we are  
self-aware enough to  
realise where we have  
work to do.**

We are setting ourselves ambitious but attainable targets and we recognise our engagement in Equity, Diversity and Inclusion needs a dedicated, organisation-wide strategy.

The impact of plastic pollution, water quality and climate change disproportionately affects marginalised communities, yet there is significantly lower representation in Ocean Activism from within these communities. We want to change that. Our aim to create Ocean Activists everywhere isn't a tag line, it's a mission.

We are all connected to the ocean, regardless of distance, age, gender, race, disability, sexual orientation or belief system. We want to help reconnect us all to the ocean, waterways, rivers, lakes and even the water we use in our homes and schools. It's all connected – let's protect it together.



And finally, even if you don't meet every single requirement and don't surf, here at SAS we are committed to building a diverse, inclusive and equitable workplace, so if you like the look of this role and even if your past experience doesn't align perfectly with everything in the job description, we would still like to hear from you!

You may be just the right candidate for this or other roles.





# YOUR JOB DESCRIPTION



Role:	Head of Campaigns and Advocacy
Salary:	£46,000 - £52,500 pa
Reports to:	Director of Campaigns and Community
Hours:	37.5 hours
Contract:	Full-time / Permanent
Location:	Either at our ocean-side office in St Agnes, Cornwall or remote anywhere in the UK
Annual Leave:	Starting on 25 days' annual leave plus Bank Holidays

From a handful of activists to a nationwide movement - over the last 30 years Surfers Against Sewage has grown into one of the UK's most impactful ocean conservation and campaigning charities.

For people to thrive and live life to the fullest, the ocean must thrive too. And so we need to confront all that threatens it. We are a campaigning charity made up of water lovers who protect the ocean and all it makes possible. We retain our grassroots while taking action on the ground that triggers change at the top. Action from the beachfront, to the front-bench.

Through our innovative and ambitious campaigning and education programmes, we're building a community that cares deeply about the planet we live on. That cares passionately about the ocean. And that knows the difference people power can make. The heritage of our organisation is anchored in the ocean. Yet our reach and influence now permeate

communities and institutions nationwide.

Are you passionate about tackling the threats to our rivers and ocean? Could you bring your campaigning and advocacy skills to secure a thriving ocean for thriving people?

## About the Role:

The Head of Campaigns and Advocacy is responsible for strategically planning, shaping and delivering our campaigns and advocacy activities across priority and emerging issues, currently focused on plastic pollution, water quality, ocean and climate change, and ocean recovery. Leading the Campaigns and Policy & Advocacy teams, and working closely with the Leadership Team and Heads of Department, this role is central to strategic planning, driving the policies, research and campaigns that are central to public and community engagement across SAS issues.



# YOUR JOB DESCRIPTION



Our campaigns provide the tools for our communities to act, from citizen science to political advocacy, creating a powerful force that elevates public awareness, build community power, changes legislation, forces industry to adopt better environmental standards, and challenges the systems that are damaging our ocean and planet.

The role is highly collaborative, both internally and externally, fostering positive and progressive relationships that help advance our campaigns, engaging and empowering diverse and active stakeholders. This will range from supporting local community groups to meeting with Government ministers and some of the sectors biggest funders.

The Head of Campaigns & Advocacy needs to be consistently on the pulse of the issues we work on, deploying a combination of strategy and agility to drive our work across campaign streams, connecting with national and global political moments, pivoting on breaking news stories.

At SAS we deliver both mass mobilisation national campaigns and grassroots community campaigns, and the Head of Campaigns & Advocacy must be confident delivering both, interwoven with an impactful programme of policy and political advocacy.

This critical role will deliver some of our most exciting, impactful and visible work – mobilising our supporters and the wider public, engaging and building the power of communities to bring about local and systemic change – bringing action from the beachfront, to the front-bench.

## What You'll be Doing

In this role you'll:

- Lead the development of SAS's strategic campaign, policy and advocacy plans, working closely with your teams and collaboratively across the organisation.
- Through leadership of the Campaigns team, shaping and supporting the delivery of SAS's public and community campaigning work providing the tools consistent with our theory of change and campaign goals.
- Through leadership of the Policy and Advocacy team, shaping and supporting delivery of joined-up impactful policy development and political advocacy work, powered by citizen science and other research and evidence.
- Lead, inspire, and motivate the Campaigns & Policy and Advocacy Teams staff to ensure campaigns and advocacy work and projects are delivered successfully.
- Work in close collaboration with Communities and Fundraising Teams to create joined up, unified and complimentary strategic plans to meet SAS's overall mission, vision and campaign ambitions.
- Work in collaboration with the Communications Team to ensure effective and impactful communications support the success of SAS's campaigns, policy and advocacy work.
- Identify opportunities to develop influential collaborations and partnerships on priority campaigns such as



# YOUR JOB DESCRIPTION



- the #EndSewagePollution coalition
- Develop strong working relationships with relevant stakeholders and key external figures – for example grassroots groups, third sector organisations, politicians, local businesses and local councillors - to collaborate on campaigning and advocacy work.
- Enhance and develop SAS's position as respected leaders and contributors across our campaign areas amongst other eNGO's, politicians and business.
- Maintain and enhance effective external partnership relationships
- Monitor and track success of SAS's campaign and policy work
- Maximise opportunities within SAS's campaign work to grow SAS's supporter engagement and growth
- Support the development of fundraising proposals and funding reports
- Support the development of mass giving fundraising to align with campaigns and policy ambitions and positions.
- Act as a key charity spokesperson across media and social media.
- Overseeing and managing budgets and forecasting.
- Actively seek diverse inputs and inclusive approaches.
- Carry out any other duties as are within the scope, spirit and purpose of the post as requested by your line manager.

- Line management responsibility for managers of the Campaigns and Policy & Advocacy teams.

## Location

This role can either be based at our ocean-side office in St Agnes, Cornwall, or fully remote anywhere in the UK. If based remotely, we'll provide you with the essential equipment to be able to work from home, as well as paying for your travel and accommodation for agreed visits to our HQ, events or external meetings.

If based in Cornwall, our hybrid working model means you can enjoy the benefits of both office based and remote working. Reasonable adjustments as well as specific office-based needs will be considered for those with long term health conditions and disabilities.



# PERSON SPECIFICATION



## For this role, you'll need:

- Demonstrable experience of delivering impactful policy and political advocacy work.
- Demonstrable experience of delivering inspiring and impactful campaigns, harnessing the power of individuals and communities to bring about local and systemic change – ideally from a mission-led background.
- Thrives in a fast paced campaigning environment and has flexibility and agility in approach where necessary.
- A strategic thinker, able to understand the big picture and convert that into a plan of action with clear objectives and outcomes.
- Experience of developing collaborative internal relationships, and gaining senior buy-in.
- Adept at engaging with a variety of cross-sector stakeholders, developing partnerships and collaborative relationships.
- An external focus to identify opportunities to promote and advance SAS campaigns, and attract new audiences and supporters.
- Strong project management and team management experience, able to lead, delegate and empower.
- Excellent written and verbal communication skills;
- Exceptional IT literacy;
- Commitment to SAS's EDI values, and bringing these to life in your everyday work and campaigns.
- Understanding of the opportunities and challenges that arise from working on campaigns across the whole of the UK, including in Scotland, Wales and / or Northern Ireland is desirable.
- Knowledge of environmental issues, in particular those relating to our rivers and ocean is desirable, a commitment to SAS's mission and vision essential.





## What are the benefits of working at Surfers Against Sewage, apart from being part of an amazing, dedicated and inspiring community of people?

### Flexible working hours and TOIL

We offer a flexible approach to working hours between 7:30am and 6:30pm, and we provide Time Off In Lieu when staff are required to work occasional evenings or weekends. Our contracts specify working hours, but we focus on outcomes over where, when, and how people work.

### Hybrid & Home working

Our roles are specified as either Hybrid working, with a requirement to come into the office a minimum of two days a week, or homeworking, with some travel to the office on agreed days (dependent on the role).

**25 days of annual leave (pro rata),** increasing each January up to 28 days, plus Bank Holidays.

For the last 3 years we have also been providing 3 additional days at Christmas, and we will continue this in 2024.

**Access to confidential advice on mental health and wellbeing, as part of our Employee Assistance Programme.**

SAS have partnered with Health Assured who are the UK and Ireland's most trusted health and wellbeing network. Their employee benefits programme is a suite of wellbeing services, offering you and your family a structured way to work through physical or mental health issues and financial.

### Four wellbeing days a year

Our mental health and wellbeing policy provides 4 wellbeing days a year, to use as a preventative measure.

### Pension

5% (instead of statutory 3%) and will be regularly reviewed. Nest pension with ethical savings options.

### Enhanced sick pay

8 weeks full pay and 8 weeks half pay

### Enhanced maternity policy

### Sabbatical policy

Giving the option for those with longer (>3 years) service to request sabbaticals or career breaks.

We also have an amazing office space for those based locally, overlooking the sea and with an invigorating headland walk, access to Trevaunance cove for swimming, or grab a surfboard from the rack and squeeze in a lunchtime surf. And best of all well behaved pets are allowed in the office, and we're pleased to provide never-ending Yallah Coffee for staff!

Many of the above benefits are non-contractual, and therefore can be changed without consultation. We are committed to creating an ever more progressive and open culture, and we believe the biggest benefit of working at SAS is working somewhere that you can own your impact. We are also pleased to be able to offer a bunch of other great stuff alongside!





“

Hi, my name is Jacey and I am the Data and Insights Manager here at SAS.

I have worked for SAS for some time and have observed how the organisation has grown, and developed a great ethos on taking care of their staff and providing as much flexibility as they can and understanding.

I, myself have taken a couple of wellbeing days this year which have proved invaluable, allowing me to recharge and decompress at a time I really needed to.

“

I'm Henry, the Policy and Advocacy Manager here at

SAS leading our political, policy and research work at SAS.

I am often out and about around the country, petitioning parliament and attending events and the SAS Time off in Lieu Policy means that I can take my time back and recharge my batteries so I can continue to fight for our oceans.

“

I'm a hybrid worker, so I really enjoy the flexibility of working from home and the days in the office with the ocean view. There's a fantastic focus on employee wellbeing with flexi hours, hybrid working, wellbeing days, the addition of annual leave days with each year worked at SAS, and even a sabbatical policy that's recently been introduced.

My role feels rewarding in the sense that the skills I've been employed for are valued and trusted to deliver on the role. There's a great culture of 360 feedback being welcomed at SAS too which always makes you feel like you have a voice.

Sophie, SAS'







**The ever-growing SAS community believes in staying connected with the ocean. To strengthen this bond, we live by six core values, that matter deep down, to us all.**

## **01. COMMUNITY**

We are a community of staff, volunteers, and ocean activists. We make sure we look after our community by nurturing and supporting, treating each other as humans: With compassion, kindness and care.

## **02. PURPOSEFUL**

We're serious, experienced, rigorous, determined and dedicated. We know the impact of people power and how our actions on the ground, and at the top, make a difference.

## **03. OPEN**

We're passionate, down to earth campaigners with a deep, unrelenting love of the ocean. We believe in building diverse, inclusive and active communities.

## **04. AUTHENTIC**

We're human, doing our best for the ocean that we all love and rely on. When we don't get things right, we learn from it. We believe in authenticity. You can't fake trust.

## **05. DYNAMIC**

We're active, energetic doers. From the beachfront to the frontbench, we bring people together, empowering them to get stuck in and make real change happen.

## **06. DARING**

We're creative risk-takers, willing to disrupt the status quo and show how being different makes a difference. We have edge and energy that we put to use, pushing back against norms and pushing forward a counterview of what's possible for our planet.

## **TEAM CHARTER**

When you start at SAS, you will be provided with our Handbook and Team Charter, which we collectively created to set out expected behaviours and ways of working; a manifestation of our values.





## How to Apply

Please submit your CV and cover letter explaining how your skills and experience meet the requirements of the role to **[recruitment@sas.org.uk](mailto:recruitment@sas.org.uk)**

You should receive an automatic email response after submitting your application. If you fail to receive this confirmation from us, please email **[recruitment@sas.org.uk](mailto:recruitment@sas.org.uk)** or call us on 01872 553001.

**Closing Date: 18 August 2024**  
Midnight Sunday

**Interview Date: 29 August or  
02 September 2024**  
Week Commencing

We will work with you to accommodate any reasonable interview adjustments.

