

**Better Buses Campaigner (West Yorkshire-based)**

Pro rata (With a full-time (37.5 hours per week) salary of £22,396. Working 15 hours per week giving a monthly pro-rata gross salary of £746.53

6-month temporary contract – West Yorkshire

**About We Own It**

We Own It makes the case against privatisation and for public ownership. We believe people's lives would be better if the needs of communities came before profit for shareholders. We show that public ownership is needed across public services, from railways to water, from care work to the NHS. We win victories against privatisation and share our message online and in the media.

Are you based in West Yorkshire? Do you care about buses and the people who use them, both in West Yorkshire and nationally? Are you an organised campaigner and a great communicator? We'd love to hear from you!

**Your role**

Bus services in West Yorkshire are vital – for bus users and for the city-region as a whole. Right now, new legislation means we have a moment of opportunity to transform West Yorkshire’s public transport network. A passenger campaign has been set up to radically improve buses for passengers, making West Yorkshire a better place to live and work and showing what’s possible for the rest of the UK.

We're looking for a Better Buses campaigner to work in West Yorkshire with these campaigners two days a week for 6 months. You’ll drive forward and develop the existing campaign to persuade the Mayoral candidates and West Yorkshire travel authorities to use new franchising powers to improve buses in the West Yorkshire area. This is a key step towards public ownership. You’ll need to be highly self-motivated, good at building coalitions and building on existing networks to get further buy-in. You’ll be willing to drive forward the campaign at every stage to win this victory.

You will also be scoping opportunities to push forward campaigns for better, publicly controlled buses in other regions, on a flexible basis. For example, Merseyside, South Yorkshire or in the West England Combined authority area!

You will be in regular contact with a small, enthusiastic We Own It team based in Oxford and Manchester, to coordinate on strategy and messaging. The role will involve some work-related travel to Oxford and London.

**You will:**

1. Develop the strategy and deliver a winning campaign in West Yorkshire

2. Create and maintain a strong brand and online presence for the campaign

3. Mobilise public support for action on buses, offline and online

4. Organise events and stunts to put pressure on decision makers

5. Build strong alliances with wider networks and community groups across the area and support ongoing campaign activity from stakeholders in the campaign

6. Manage relationships with key decision makers and politicians

7. Maximise press coverage of the campaign across West Yorkshire

8. Commission research or polling as required, coming up with new campaign initiatives

9. Monitor opportunities to campaign for better buses in other regions across the country, with the flexibility and planning capacity to help organise targeted actions and mobilisation in these regions too.

10. Work flexibly with the rest of the We Own It team as required on communications/social media/admin - be ready to get stuck in

**Person specification**

**Essential**

- Highly motivated to campaign for better buses in West Yorkshire and in other regions, passionate about public transport and the people who use it

- A strategic self-starter with bags of initiative, ready to hit the ground running with remote support

- Excellent written and verbal communication skills

- Excellent organisational skills, a systematic person who sets and meets deadlines

- Emotional intelligence, great at working in a team

- Good at building networks and working collaboratively

- Creativity (especially on a tight budget)

- High attention to detail

- Ability to learn policy detail quickly

- Confidence with IT systems and Office software

- Keen to learn and committed to the wider We Own It mission for public ownership

**Desirable**

- It would be really useful if you have experience – paid or voluntary - of any of the following:

- Track record in campaigning and/or thinking strategically about how to make change happen – ideally in West Yorkshire

- Knowledge of the West Yorkshire area and local politics

- Experience of working in a small and/or campaigning organisation

- Experience of project management under pressure

- Experience of any of: social media/press work/fundraising/organising events Skills in photo editing/design/video making

- Formal education or qualification in one of our areas of work

- Experience of working or campaigning for better public transport

You will need to work from home unfortunately.

**How to apply**

Please apply by email to Pascale at Pascale@weownit.org.uk. The application should include:

- A covering letter explaining why you’re interested in the role and how you meet the person specification, giving examples where possible (and saying where you saw the role advertised) – No more than 1000 words please.

- Your CV

- A piece of your own writing that you're proud of the names

- Contact details of two referees

We Own It is committed to equality of opportunity and encourages applications from women; black, Asian and minority ethnic people; people who identify as having a disability; people from the LGBT+ community; and people from working-class backgrounds.

**Closing date: 5pm, 4th January**

Interviews over zoom: Week beginning 18th January (Likely 18/19th January)