

**Farm for Scotland's Future Advocacy Officer**  
**Job Description**  
**Fixed-term, part-time (3 days)**

**Contract type:** Part-time (21 hours per week). Fixed term contract, initially for 12 months, further extension subject to funding.

**Location:** LINK's Edinburgh office with flexible working

**Nature:** Policy and Advocacy

**Reports to:** Advocacy Manager

**Salary:** £25,500 - £28,000 pro rata per annum

LINK is the national intermediary for Scotland's voluntary, citizen-led, environmental organisations, with over 40 member organisations and a collective membership of around 500,000 people. Members represent a wide range of environmental interests including land managers, service providers, campaigners, policy experts on issues including agriculture, wildlife, landscape, health and wellbeing, environmental economics, environmental governance and environmental justice. They have a common goal of contributing to a more environmentally sustainable society. LINK's aim is to secure sustainable development in and beyond Scotland, where all aspects of the country's environment are valued to enhance the quality of life for all.

**Job purpose**

As part of LINK's Farm for Scotland's Future campaign, to influence the Scottish government to replace the existing system of farm funding with a new system that empowers all farmers and crofters to manage their land in ways that restore nature, tackle climate change and revitalise rural areas for the benefit of everyone.

To support and coordinate the advocacy work of LINK's Food and Farming Group to achieve their vision of sustainable agricultural systems that produce supplies of safe healthy food, protect natural resources and enhance wildlife, habitats and cultural heritage, and provide jobs in rural areas, contributing to a diverse rural economy.

To build and foster links with the agricultural sector and mobilise farming groups behind LINK's advocacy and campaigning work in this area.

**Key responsibilities**

The Officer will be expected to deliver across the following areas:

Direct advocacy and lobbying

In conjunction with the Food and Farming Group:

- Coordinate the delivery of an advocacy plan for the Farm for Scotland's Future campaign, working with LINK's Campaign Coordinator, LINK's Advocacy Manager and the relevant LINK Groups
- Develop constructive working relationships with officials in key departments and agencies of government, farming groups and other sectors

- Provide briefings and evidence for parliamentary committees, party spokespeople and relevant parliamentary debates, seeking to influence discussion among the parties and within the parliament, with the support of LINK's Advocacy Manager

### Policy development

In conjunction with the Food and Farming Group:

- Maintain a thorough grasp of current relevant policy issues and an overview of political developments in relation to the aims of the Farm for Scotland's Future campaign
- Coordinate the production of shared policy positions with LINK's Food and Farming Group to provide the basis for LINK briefings and the potential for proactive advocacy work.

### Planning and Coordination

- Work closely with LINK's Campaign Coordinator, the Campaign Steering Group and the Food and Farming Group to ensure that the public campaigning and 'inside track' advocacy strands of the Farm for Scotland's Future campaign are aligned, and that the two strands support and complement each other
- Participate fully in the activities of the Food and Farming Group, and act as the LINK staff support
- Draft responses on agricultural issues, co-ordinating these across LINK groups where required
- Help to plan and lead in the coordination of events as part of the campaign, with the Campaign Coordinator

### Coalition building for consensus

- Build and support an active supportive coalition of like minded organisations and individuals able to support the Farm for Scotland's Future campaign
- Identify and deliver where appropriate activities with agricultural sector partners that further the aims of the Farm for Scotland's Future campaign
- Help to develop common ground on key issues with existing allies and other coalitions

### Communications and campaigning

- Assist the Campaign Coordinator in ensuring that Farm for Scotland's Future communications and campaigns outputs accurately reflect agreed LINK policy positions and that they contribute effectively to advocacy
- Work with LINK's Communication Officer to produce effective communication materials in a timely manner that support the campaign objectives and fit with LINK's wider communications activities and priorities to maximise opportunities and impact.

### Representation

- Represent LINK and advocate Food and Farming Group policy positions at appropriate forums and to officials in government and other organisations as determined by the Group

### **Other duties of the post**

- Contribute to regular project and activity reporting and evaluation
- Attend LINK staff and network meetings
- Brief LINK Chief Officer, Trustees and Honorary Fellows as required

- Undertake such other duties as from time to time are deemed appropriate to the delivery of the project

## Relationships

### Internal Relationships

- Work closely with the Food and Farming Group to develop and deliver priorities
- Advise and gather intelligence from LINK's other Groups and Subgroups
- Liaise closely with staff across LINK network, particularly LINK's Advocacy Manager, Campaigns Coordinator and Communication Officer

### External relationships

- Build and maintain regular and close contact with the Campaign's coalition of supporters
- Liaise with representatives of other civil society and statutory organisations in the wider policy arena in Scotland and further afield as required
- Form constructive relationships with political parties, with relevant politicians, officials and decision-makers at national and local levels, and with business and civil society organisations

## Terms and Conditions

This is a part-time, fixed-term contract of 12 months. We hope to extend this by a further 12 months, subject to funding.

The post is subject to a six-month probationary period.

Salary will be between £25,500 and £28,000 pro rata per annum, depending on skills and experience.

LINK makes an employer contribution to employee personal pensions, of up to a maximum of 8% of basic salary, complementing employee contributions.

The annual leave quota is 25 days' annual leave and 10 public holidays, pro rata.

All approved and receipted expenses incurred in carrying out the job are reimbursed.

## Person specification

### Essential

1. Degree, or degree-level experience, in a relevant discipline and at least two years' work experience in a relevant organization
2. Ability to understand, analyse and help develop multi-disciplinary (ecology, economic, political) policies
3. Advocacy skills and experience in influencing change including policy development
4. Familiarity with Scotland's agriculture sector
5. Skill in written and oral presentation to technical and non technical audiences
6. Ability to manage and prioritise workload and to maintain standards under pressure
7. Good listening skills and experience of using own initiative in supporting others
8. Well-developed inter-personal skills, including the ability to deal authoritatively and advocate for at times complex policy proposals, with professionals and senior staff in other organisations and government
9. Excellent team-working skills and an understanding of corporate disciplines including confidentiality, mutual briefing, and acting within limits of authority
10. Competent IT skills including Microsoft Office, Internet and Office 365 (the 'Cloud')

11. Enthusiasm and self-motivation: essential to success in the post and job satisfaction of the appointee

#### **Desirable**

1. Very good working knowledge of Scottish and UK governments and parliamentary institutions and experience of public affairs relevant to the roles outlined
2. Experience of working with multiple and diverse interests
3. Experience of campaigning
4. Understanding and experience of using the media (press, broadcast, social)
5. Familiarity with the voluntary sector
6. Knowledge of environmental issues and the debate around sustainable development
7. Knowledge of the media network in Scotland

#### **Job application guidance**

To apply, submit a completed [Application form](#) (written or by video (see below)), and a covering letter. Please ensure that all questions asked in the application form are included in whichever medium you choose. If you could send this along with an [Equality, Diversity and Monitoring Form](#), accompanied by a covering letter, by email to [recruitment@scotlink.org](mailto:recruitment@scotlink.org) before the closing date. Please include information on any lived experience and how it can support LINK's work.

**VIDEO APPLICATIONS** should be no more than 3 minutes long and can be used instead of a written application form. This is an opportunity for you to demonstrate your communication skills and "fit" to this diverse role and why you'd make an excellent addition to our team. Your video must include who you are, your skills, qualifications, strengths and experience and what you offer. You must answer all the questions in the application form: please refer to the application form for specific questions to answer. Your video application should be accompanied by a written covering letter (see above).

**If you need these forms in a different format that is more accessible to you, please telephone us on 01738 630804 or email [recruitment@scotlink.org](mailto:recruitment@scotlink.org).**

Please note that we have hybrid working and staff are not always in our office during standard office hours. If no-one is available to take your call, please leave a message with your name and contact number and be assured that we will get back to you as soon as possible to discuss your requirements.



Registered office: 5 Atholl Place, Perth, PH1 5NE. A Scottish Charity No. SC000296

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