

Information pack

# Head of Social Impact

November 2024

## 1. Introduction

Green Alliance is a charity, independent think tank and advocate, committed to achieving a greener future. We believe that ambitious political leadership is the route to change at the speed and scale necessary.

We play a central role in shaping the natural environment, climate and resources agendas in the UK and are known for our cross party influence and the clarity of our insights.

The high quality of our work, our experienced team and our collaborative approach have enabled us to develop excellent relationships at the highest level, with political parties, businesses, NGOs and academia.

## 2. Background

Our vision is for a green, prosperous and equitable UK, where people and nature thrive together. We centre equity in this vision because we believe it is essential to the success of the environmental agenda. We want to consider the impact of climate action, and the risks of inaction, on people's lives. This is true whether we are talking about industrial strategy, resource use, nature or food.

The decisions taken by politicians and policymakers over the course of this parliament will determine whether we will achieve our vision, including by meeting our legally binding climate and nature targets.

Green Alliance has a history of working in this space. In recent years this has included helping to establish [Warm This Winter](#), the coalition of 40 of the UK's leading charities working to secure government action on energy bills, focusing our recommendations for the net zero transition on [fairness](#) and undertaking work that examines the positive impact climate action can have on health. Given the national context and our vision, we want to see a step change in our work and impact in this area, so we have created the role of head of social impact to help us lead in this space.

The areas of social impact that will be your focus are:

- centring fairness in our work by ensuring we are considering it in the design and execution of projects and demonstrating this through our communications
- ensuring our work and the communication of it reduces the likelihood of polarisation by considering the needs of the UK population at large
- developing our thinking on the health impacts of climate change, finding the policy solutions and building support to secure impact that benefits people and the environment
- building on solid foundations, ensure we have the relationships we need to produce winning strategies

## 3. The role

You will work across our policy, political and communications teams, providing advice and expertise to ensure we are integrating social impact thinking. There will be a mixture of advising and delivery, and responsibilities could include; developing appropriate research methodologies and carrying out research that examines the

distributional impacts of policy changes; working with colleagues to ensure our recommendations benefit all people, particularly the most disadvantaged; developing external communications, including for the media and MPs, that demonstrate our commitment to social impact through the narratives we use and the voices we platform; developing our networks and partnerships to ensure we are working with experts such as social justice or health groups.

In collaboration with the strategy and partnerships director and other relevant senior staff, you will design, raise money for and execute programmes of work relevant to the organisation's strategy in this space.

For the writing and fundraising aspects of this role, you will need to be a good communicator, and skilled at ensuring outputs and events are effectively planned and executed to deadline. Your goal across the projects you work on will be to persuade policy makers to adopt our proposals, using research and analysis, advocacy techniques or via convening and stakeholder management.

You may be new to the environment sector, coming from the social justice or health sectors. You will have a keen interest in the environment and a vision for breaking down sectoral barriers. You will use your contacts and develop new ones to broaden Green Alliance's network of partners and influence.

You will be able to work flexibly and create an internal step change in our work in this area whilst using process in a light-touch way. You will be purposeful, adept at problem solving and empowering others.

As this is a new role for Green Alliance, there will be an opportunity to shape the role with the strategy and partnerships director and other members of the senior management team in a way that suits your skills and expertise and Green Alliance.

#### **4. Position in the organisation**

This role will report to the strategy and partnerships director and will work closely with the research and policy director and political director, as well as other members of the senior management team, heads of teams and the wider staff.

#### **Key tasks and responsibilities**

Ensuring social impact is considered across our work

- Maintain Green Alliance's reputation as a respected thought leader on climate and nature issues by leading and supporting the development and delivery of high quality strategies to secure impact in the environmental / health policy intersection. This may include research and policy development, political advocacy strategies and communications work.
- Advise colleagues on the narratives, framings and relationships that we should build in order to further our goals and use skills and experience to help build these. Use your networks to help us land our work with impact involving the right partners.
- Work with theme leads and the senior management team to design research plans that will ensure we are considering the distributional and other impacts our policy recommendations would have for different parts of society.

- Engage business, unions and other stakeholders to strengthen Green Alliance's insights, political advocacy and communications work.
- When managing projects delegate, manage, support and develop staff who are part of the project team

#### Strategy:

- Support the development of an organisational strategy that recognises the importance of fairness, equity and social impact.
- Ensure that the day-to-day execution of our strategy is informed by our longer-term ambitions and aspirations.
- Develop a framework for mapping the political stakeholders Green Alliance engages with and execute a plan to diversify them in a way that is supportive of our goals. This may include exploring our relationships with regional political leaders.
- Undertake broad stakeholder mapping and work with colleagues to ensure we engage with the most effective organisations to deliver our goals.

#### Fundraising:

- Understand our philanthropic and business partnerships and develop a plan to increase and diversify them in ways that support the organisations goals and projects. Secure funding to undertake collaborations with relevant organisations to undertake innovative projects.
- Monitor and evaluate the results of projects and impacts, collating evidence effectively in reports to funders.

#### Other:

- As this is a senior role, you will help to support organisational decision making and model effective leadership.
- Support colleagues with other tasks, as required.
- Contribute to strategic, project planning, and organisational development processes.
- Represent Green Alliance at meetings, seminars, conferences and in the media, as required.
- Write articles and blogs for Green Alliance and outside bodies in line with organisational objectives.
- Any other task which may be reasonably requested to be undertaken within the scope of this post.

## 5. Person specification

### Knowledge & experience

As this is a new role it will be shaped, in part, by the skills of the successful candidate. We encourage you to apply if you're passionate about our vision for this role and satisfy some but not all of the criteria in this specification.

#### Essential

- Significant track record of working at a senior level on issues that relate to any of the following: health, social justice or broad fairness related issues. Your track record will relate to either policy, public affairs or campaigns.
- A keen interest in, and ideally experience of, thinking about how these issues intersect with climate and nature policy.
- A commitment to an equitable transition, with ideas about how to achieve this
- A commitment to working at an organisation such as Green Alliance; we operate as a think tank and focus on how to land policy ideas politically.
- Experience of people management, either through line management or project management.
- Experience of managing projects that create impact
- Experience of working cross-sector and managing a range of stakeholders effectively

#### Desirable

- Experience in sociological research methodologies and how to frame analysis to inform a compelling political narrative
- Experience of developing meaningful relationships with politicians and civil servants
- Experience of developing high quality communications outputs.
- Experience of supporting policy-related work.
- Experience of providing media commentary.
- Experience of working with funders and developing innovative propositions.

#### Skills and competencies

- Strong interpersonal skills and collaborative style.
- Leadership skills that enable you to set out a clear vision and embed your thinking across a variety of workstreams.
- Excellent writing skills.
- Excellent project management skills, working to tight deadlines across multiple projects.
- Ability to lead a small team and adapt to new opportunities as they arise.
- Flexibility to respond quickly and strategically to opportunities as they arise.

## **6. About Green Alliance: our culture and values**

Green Alliance is committed to achieving positive outcomes for the environment. To do so successfully, we aim to create a supportive, inclusive and collaborative working culture that allows our staff to reach their full potential.

In our work to deliver ambitious leadership for the environment we are guided by the following values:

### **We are optimists**

We believe that a green and prosperous UK is achievable.

### **We are change makers**

We are flexible and agile, focusing on where the power is, and on whatever we think will have the greatest impact.

### **We are collaborative**

We are pluralists and believe that collaboration and seeking to understand others' viewpoints is the only way to make progress; this is reflected in how we operate both internally and externally.

### **We embrace complexity**

We will never ignore the fact that environmental issues are inherently complex and inseparable from other important issues, including social impacts, and we do our best to address this in all our work.

### **We are inclusive**

In all aspects of our work we seek to include, involve and listen to diverse voices and communities, as a necessary component of success.

## **7. About Green Alliance: our vision and strategy**

Our vision is for a green, prosperous and equitable UK, where people and nature thrive together.

Our society and the economy will be built on strong principles of environmental protection, restoration, resilience and fairness. These will ensure long term wellbeing and a healthy environment.

Everyone, wherever they live, will have affordable, sustainable and high quality homes, transport and food, and access to green spaces that are rich with nature. Our economy and infrastructure will support companies to be resource efficient, offering green jobs.

Ambitious political leadership is at the heart of achieving our vision.

### **What we do**

Green Alliance is the UK's leading environmental think tank, working to secure the political leadership that is needed to address the climate and nature crises. We advocate ambitious, achievable environmental solutions based on robust analysis and evidence. As well as immersing ourselves in achieving impact today, we look to the future to create the context for addressing the hardest to tackle environmental issues. We build a credible case for change by working with politicians, academics, businesses and environmental experts.

#### **Research and insightful analysis:**

We provide evidence and improve understanding of complex environmental challenges, and demonstrate practically how to overcome them.

#### **Advocacy:**

Our advocacy, based on expert insights, drives greater political ambition, shapes the agenda and improves environmental outcomes.

#### **Convening with a purpose:**

We forge constructive alliances to raise political ambition and secure progress. We convene through formal coalitions, informal networks and high profile events.

### **Our strategic aims**

Green Alliance will work to ensure the UK government rises to the significant environmental leadership challenge of this decade and, in doing so, reaps the many social and economic benefits that will come from addressing the climate and nature crises.

Our strategic plan for 2024-25 has four headline goals:

- Secure the mandate for ambitious action from politicians.
- Decisive action in the first year of the new government that secures real world change.
- Lay the ground for long term transformative environmental policy.
- Ensure internal culture, systems and processes are aligned to maximise our impact and enable our people to thrive.

## 8. Terms and conditions

Terms:	<p>This post is advertised as a two year fixed term contract, we will be seeking funding to make it a permanent role.</p> <p>We are happy to consider flexible working arrangements.</p>
Salary band:	<p>£49,169 – £57,949</p>
Salary:	<p>Will be commensurate with experience but we would expect the starting salary offered to be at the lower end of the band to allow for progression.</p>
Location:	<p>Green Alliance's office is in central London and is fully accessible. We support hybrid working; our staff are usually in the office for at least two days a week and can work at home for the rest of the time. We will provide IT hardware and other equipment required to work at home but you will need good internet access.</p>
Hours:	<p>35 hours per week; the post holder would be expected to work occasional evenings for time off in lieu.</p>
Holiday:	<p>25 days per year in addition to statutory holidays and the period between Christmas and New Year.</p>
Additional benefits:	<p>Green Alliance aims to be a progressive and considerate employer and encourages employees to maintain a healthy work-life balance. We provide a comprehensive employee assistance programme for all our team which includes access to legal advice, counselling and support.</p>
Pension:	<p>Green Alliance provides an auto-enrolment pension with Aviva. All employees receive a pension contribution up to 7.5 per cent of gross salary which may be paid into this scheme or another of their choice.</p>





## 9. Application process

Applicants should complete and return the application form downloaded from the Green Alliance website to [recruit1@green-alliance.org.uk](mailto:recruit1@green-alliance.org.uk). You should focus in particular on how you meet the person specification. Please save and send your completed application form as a Word or PDF document titled Your Name social impact Applications by CV will not be considered.

Applications close on Wednesday, 15th November at 5 p.m. The first round of interviews will take place in person at our office during the week of 25th November 2024. If you haven't heard from us by the end of that week of 15th, it means you have not been selected for an interview. We are happy to accommodate any candidates who require flexibility or adjustments during the interview process.

At Green Alliance we believe that a diverse team leads to higher quality policy development and advocacy for the environment. We value the breadth of lived experience of our staff and support people to thrive. We encourage applications from all sections of society, particularly those from working-class backgrounds and people of colour who are under-represented in the environment and think tank sectors, to help us achieve our vision of a green and prosperous UK for all.

Please note that we can only accept applications from individuals with the right to work in the UK. **We are unable to sponsor working visa applications.**