



Job Specification:

Advocacy Manager

Department:	Policy and Strategic Partnerships
Scale:	UK Grade 4
Line managed by:	Director of Policy and Strategic Partnerships
Responsible for line managing:	N/A
Location:	Manchester Affiliated / Remote

MAG's Vision is a world in which everyone can live free from the enduring and devastating consequences of armed violence, conflict and their legacy. People will live in communities where their rights are upheld, with dignity and choice and free from fear from mines, explosive remnants of war (ERW) and the impact of small arms and light weapons and ammunition.

MAG's Mission is to save lives, ease suffering and enable sustainable development by limiting the causes and addressing the consequences of armed violence and conflict so people can live with dignity and choice, free from fear. We will use our core skills and distinctive competence to save lives through the removal of mines and ERW, and reduce the impact of small arms, light weapons and ammunition on people and communities. How we do this is as important as what we do – we work primarily with and for communities, for us 'it's all about people'.

MAG's Values: Our values come to life through our actions, every day. How we act has an impact on others. As someone who works at MAG, you can help to create a positive culture by demonstrating our values through your own behaviour and actions. Everyone has a role to play in shaping our culture. Everyone should understand our values and is encouraged to think how they are relevant to their individual role.

DETERMINED - we work with purpose.

EXPERT - through excellence and expertise we build trust.

INTEGRITY - we strive to do the right thing.

COMPASSION - people come first in everything we do.

INCLUSIVE - we are inclusive, and we value diversity.

Job Purpose:

Support the Director of Policy and Strategic Partnerships (PSP) in the development and delivery of MAG's advocacy work, including through leadership of MAG's UK parliamentary engagement.

Work with the wider PSP team and other departments, contribute to development of MAG's UK engagement strategy. Lead development of briefings and specialist communications materials for MAG's advocacy targets and senior members of MAG's staff.

Develop strong working relationships with advocacy peers, and influence the sector activities and influencing agendas, working closely with policy leads within the department.

Contribute to the development of European and US engagement strategies as needed, working closely with the PSP team.

Deliver influencing tactics and projects, co-ordinating closely with colleagues across MAG.



Job Description

NB In this job description the definition of a campaign and campaigning is a group of activities designed to achieve a single objective in policy change or an action by a group of decision makers. These activities may take place in public or private fora and settings.

Political Advocacy

- Lead on the development and delivery of the UK advocacy strategy with oversight of the Director of PSP.
- Contribute to broader UK influencing in coordination with other members of the PSP team, other departments, and MAG programmes
- Support and advise on advocacy in other areas of MAG's global influencing as directed.
- Monitor political and parliamentary opportunities, and act as a focal point for sharing political intelligence and updates across teams at MAG.
- Advise on opportunities for political engagement and achievement of advocacy objectives, looking beyond the immediate to see opportunities to build long-term influence and achieve our goals.
- Organise delivery of advocacy events, including parliamentary events, panel events and joint NGO activity.
- Develop briefings for parliamentary audiences, specific political targets and for use by senior MAG staff.
- Act as a focal point for MAG's engagement with BOND, and support engagement by other MAG staff on specific policy and programming issues in line with MAG's influencing strategy
- Recommend new tactics, procedures and approaches for MAG's advocacy work, ensuring the continuous improvement of operating procedures and practices.

Sector Engagement

- Co-ordinate with advocacy peers in NGOs across the sector, supporting and influencing sector activity in both individual organisations and in formal coalitions.
- Develop advocacy partnerships with the broader humanitarian sector
- Represent MAG at external NGO meetings

MAG Policy & Advocacy Communications

- Support the Policy and Advocacy coordinator in ensuring advocacy elements of MAG's website are up to date and contain current content, products and publications.
- Lead on the production and publication of advocacy briefs and reports. This will include leading on the development of parliamentary focused briefings.
- Liaise with internal stakeholders including the PSP team, programmes and Communications department in relation to the development of advocacy-focused communications content in line with agreed cross-departmental plans.

General

- Provide active and creative input and contribution to the development and delivery of departmental business plans
- Convene and/or contribute to departmental and cross-departmental meetings in line with agreed schedules.
- Work collaboratively with others and support a cross-departmental approach.
- Participate in training, travel and other activities as requested.

All UK staff are expected to undertake the following general duties;

- Work within the framework of MAG's core values, promoting its ethos and mission statement.
- Work towards achieving programme and/or department business plan objectives
- Ensure familiarity with and adhere to all MAG policies and procedures and keep informed of MAG activities
- Undertake and apply learning from appropriate training and development programmes.
- Travel overseas, sometimes to developing countries and areas in conflict, as and when required.
- Undertake the role in a manner appropriate to the cultural context and within the local legal framework.

Understand and uphold the standards outlined in MAG's Safeguarding Framework, acting with due care and attention to safeguard the wellbeing of anyone that comes into contact with MAG's work and reporting concerns if they do arise.

This is a non contractual document that can be varied from time to time as circumstances dictate. This job description is intended to summarize the main duties and responsibilities of the post; this is not intended to be a full and exhaustive list of tasks. All MAG staff are expected to demonstrate flexibility and willingness to perform appropriate tasks when the need arises.

Some Job Descriptions may be supplemented by specific Terms of Reference

Person Specification

Essential Experience

- Experience of engaging and influencing UK parliamentarians, including the House of Commons and House of Lords, in support of advocacy objectives through a variety of tactics
- Experience of developing representing organisations within NGO forums, building relationships with advocacy peers, and influencing formal and informal NGO coalition activity
- Experience in working collaboratively and inclusively, across departments.
- Experience of writing advocacy briefings and communications for advocacy targets and senior members of staff, including at CEO level
- Experience within the humanitarian and development sectors

Essential Skills and Knowledge

- Up-to-date knowledge of the UK political scene, and key players for MAG's focus areas
- Knowledge of UK parliamentary processes and influencing tactics
- Knowledge of conflict, disarmament and humanitarian policy agendas and international influencing opportunities
- Excellent written and oral communications skills, including proven ability to communicate engagingly.
- Excellent interpersonal skills, including the ability to work with different teams, supporting others to work collaboratively to solve problems.
- Meticulous attention to detail and accuracy of information.
- Experience of representing organisations externally
- Strong organisational skills with the ability to manage standalone projects
- Ability to understand information and be able to convey this in a usable and effective format to a variety of audiences.
- Knowledge and understanding of the international forums which MAG engages.

Essential Aptitude

- Be open to change, offer constructive challenge and demonstrate a flexible and adaptable approach.
- Demonstrable innovative and creative thinking in advocacy engagement and related communications activity.
- Ability to think and work independently to prioritise and meet deadlines.
- Ability to work diplomatically in public, political and sector facing environments
- Ability to brief, persuade and influence external and internal stakeholders
- Able to forge strong cross-departmental working relationships with colleagues, including remote relationships with colleagues working overseas.

Desirable

- Copywriting and editing skills.

- Experience of using InDesign DTP, or willingness to learn.
- Additional language skills

Qualifications

- An undergraduate degree or equivalent professional experience.

Signed employee:	Date:
Signed manager:	Date:

April 2025