

Head of Public Affairs, The Coalition For Reform In Political Advertising Voluntary Role | Time Commitment Set by Applicant

About the organisation

In recent years, the rules designed to safeguard against the spread of disinformation and misinformation and to promote healthy political debate have failed to keep up with the pace of new communication technologies.

The Coalition for Reform In Political Advertising (The Coalition) is a non-profit and non-partisan organisation campaigning for the modernisation of the rules for political advertising. A key area for our campaign is to ensure that rules are put in place for material claims (or as the public would say rules to prevent lies) in political advertising.

The 2019 general election was certainly a good case study that demonstrated the urgent need for reform. Our review of political advertising over that period was widely reported in the media which you can read [here](#).

Since our campaign launched there has been significant progress towards our campaign objective including the Advertising Standards Authority for the first time stating in its annual report that “political advertising must be regulated” and the House of Lords Democracy and Digital Technologies Committee that we gave evidence to recommending all the stated aims of our campaign. We are looking to significantly develop the impact of our campaign in 2021 in the run up to the London Mayoral and local elections.

We are supported by various parties including the Green party, the Women’s Equality Party and the cross-party group Compassion In Politics. We are also supported by the trade body representing advertisers in the UK, ISBA.

We are run by unpaid volunteers which is why this is a voluntary role.

About the role

You’ll be accountable for the organisation’s lobbying activities.

Specifically, this role will be responsible for the following areas:

- Stakeholder mapping key members of Parliament and regulatory bodies that can help influence our organisational goal of introducing political advertising content regulation
- Arranging and attending meetings with MPs and Lords
- Identifying and working with the Directors to ensure that we submit evidence to relevant enquiries
- Keeping relevant stakeholders including supporting organisations up to date with the progress of the campaign.
- With the Director of Communications, keeping tabs on the relevant ‘noise’ in this area

Role requirements

We’re open to anyone who wishes to apply, although previous experience working in a similar public affairs role is a must. Knowledge of and experience working with the political parties is also highly desirable. We’re looking for someone who is committed to political advertising reform, and who is able to attend monthly phone-calls, quarterly meetings, and donate their time to deliver the role. Time commitment depends on the strategy set by the successful applicant, but will be a minimum of one day a week.

Application details

To apply for the role, please send your CV, or LinkedIn profile, and a short covering letter including the level of commitment you'd feel comfortable making, to alex.tait@reformpoliticaladvertising.org.

Please also feel free to get in touch with any questions you might have.

The final deadline for submissions is Friday 12th February 2021.