

## **JOB SPECIFICATION**

**Job Title:** Local Party Organiser

**Responsible to:** Local party chair, Steffan Aquarone

**Salary:** £22,000-25,000 per annum

**Tenure:** Full time

**Hours:** 40 hours per week

**Location:** The Garden Centre, Nursery Drive, North Walsham



### **Purpose of job**

Hot on the back of successful General and County Council elections in 2017, North Norfolk and Great Yarmouth Liberal Democrats are recruiting a permanent, full-time organiser to take a leading role in delivering on our strategy for the coming years.

We're looking for an unusually personable people person to organise day-to-day communications and campaign operations, both during and in between elections.

The main purpose of the role will be to support the executive in developing the organisation into one with more structure, professionalism and capacity.

The local party returned a new executive in November 2017, which includes a diverse mix of seasoned campaigners and experienced professionals who are new to politics.

Our strategy group has developed local party plan for 2018 and a number of key priorities to help you hit the ground running.

Other than by-elections or a sudden General Election, there are no elections expected in the local party area in 2018.

This is a rare opportunity to work on a long-term development plan for a local party that has already achieved great things and has a large established support base.

### **Key responsibilities**

- Supporting the local party in achieving its strategy for 2018 and beyond, with the following three priorities:
  - Strong, professional local organisation
  - Bold, ambitious communications plan
  - Well-planned, long-distance campaign effort
  
- Carrying out your role in a spirit that is true to the values of the local party, and according to the following guiding principles:
  - Remaining true to our mission
  - Working through engagement and discussion, with more community involvement
  - Adopting adult-adult rather than parent-child relationships
  - Being a localised organisation, with focused communications
  - Embracing vibrant communities, which will mean doing different things in different areas across the constituency

- Chairing the campaigns committee, to develop and oversee campaign plans for elections in collaboration with the candidate, relevant group leader, MP and local party executive officers, with overall responsibility for: budgeting; design, production and distribution of literature; social media activity; canvassing coordination; legal paperwork and returns, and volunteer recruitment and coordination.
- Liaising between Parliamentary office, District and County groups and elected members and staff thereof, on all matters of policy, campaigns and communications.
- Implementing the recommendations arising from the GE Debrief report, most importantly recruiting volunteers to build up the 'hub' leadership model (teams of volunteers including leaders in target seats).
- Putting into practice the preparative measures detailed in the recently written Procedures Manual, designed primarily to support a snap general election.
- Creating a volunteer and member database on MyCampaigns, and support the executive, hub leaders and other volunteers in using it.

#### **Essential skills and experience**

- Personable
- Unfailingly polite and friendly even under pressure
- Able to motivate and rally people into action
- Advanced computer literacy
- Strong verbal, written communication
- Sympathy with the values and propose of the Liberal Democrats
- Ability to prioritise and avoid 'mission creep'

#### **Desirable skills and experience**

- Experience analysing and acting on data
- Strong presentation skills
- Working with volunteers, even better if it's been building volunteer teams and activist networks
- Experience working on a political campaign
- Using VAN, Connect and/or Nationbuilder

This position will be supported by a number of 'hands on' executive officers as well as benefiting from a regular time commitment from Liberal Democrat HQ staff.

In appointing for this position the selection panel will be more interested in whether candidates can demonstrate that they are motivated and can communicate well, rather than specifically experienced in literature production or messaging.