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**South Wales East List MS Selection Criteria**

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| **Essential Skills and Behaviours: with scoring shown** |
| * **Excellent Campaigning Skills**

*This goes beyond personal campaign skills, but ability to formulate and coordinate strategy.*5pts = Shows high level campaigning skills in a General Election or Assembly Election.3pts = Shows high level campaigning skills in other elections or in professional/private life.1pt = Shows low level campaigning experience.* **Social Media & Data Skills**

*While we expect the candidate to have these skills, it is envisaged that most of this work will be delegated.*5pts = Has demonstrated considerable Social Media and Data skills.3pts = Has demonstrated some Social Media and Data skills.1pt = Has demonstrated limited Social Media and Data skills.* **Team Leadership, the ability to work in a team and to delegate**

*It is envisaged that the SERC will take a leading role in the campaign and that all list candidates will cooperate.* 5pts = Considerable experience of leading large teams, working as part of a team and the ability to delegate.3pts = Some experience of leading large teams, working as part of a team and the ability to delegate.1pt = Some experience of leading small teams and working as part of team..0pts = **FAIL** = Shows NO team leadership experience.* **Motivational Qualities**

*The candidate needs to use all opportunities to invigorate the local parties, increasing the activity of local members and recruiting new. This will include significant attendance at local party meetings. Public speaking is important as candidates will need to use any opportunity to speck to the public.*5pts = Demonstrates a strong ability to motivate self and others.3pts = Demonstrates motivational skills across a broad spectrum.1pt = Demonstrates limited motivational skills.* **Communication Skills**

*Given the size of the region, the limited budget, and the varying levels of Liberal Democrat support we expect the candidates to make maximum of all communication opportunities. That would include attendance at local events (festivals, etc), press releases, hustings, etc. The candidates will need to be creative and able to react quickly to events*. 5pts = Shows excellent communication skills across a wide range of contexts & circumstances. 3pts = Shows excellent communication skills in a limited range of contexts & circumstances.1pt = Shows excellent communication skills in limited experience0pts = **FAIL** = Shows NO evidence of excellent communication skills.* **Commitment to the Area**5pts = Commits to considerable time to the South Wales East region from selection onwards. Must commit to an equal balance of regional/constituency commitments3pts = Commits to moderate time to the South Wales East region from selection onwards.1pt = Commits to considerable time to the South Wales East area for election run in only.0pts = **FAIL** = NO commitment of time to the constituency.
* **Excellent interpersonal Skills**

*The candidate will need to be an excellent bridge-builder, bringing local party members across the region into the campaign. One important skill will be delegation.*5pts = Has demonstrated a high level of excellent interpersonal skills.3pts = Has demonstrated some level of excellent interpersonal skills.1pt = Has demonstrated limited level of excellent interpersonal skills.* **Values in action**

*Demonstrate Liberal Democrat political beliefs.*5pts = Demonstrates deep commitment to Liberal Democrat beliefs3pts = Demonstrates commitment to Liberal Democrat beliefs but struggles to convey this.1pt = Clearly a Liberal Democrat but struggles to communicate this. |

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| **Desirable Knowledge and Experience with scoring criteria** |
| 1. **Knowledge of the Area/Constituency**Up to 5pts = Level of knowledge of the constituency.
2. **Previous experience of having been a Candidate**3pts = Has been a European. Westminster or Assembly candidate since 2010.
3. **Ability to communicate bilingually** Up to 3pts = Level of bilingualism (fluency, oral, written).
4. **Commitment to these criteria beyond selection, into the campaign**

Up to 5pts = Strong personal commitment. |

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| **Selection 'Pass' Mark** |
| 30 points is the expected minimum score for candidates to progress to the short list. |