

**York Liberal Democrats**  
**Full-time Local Party Campaigns Organiser Post**  
**Job Description & Person Specification**



**Job Title:** York Liberal Democrats Campaigns Organiser

**Purpose of job:** To maximise Liberal Democrat votes in held and target wards in the May 2019 City of York local elections; to build local party membership, financial resources, skills and engagement; to build capacity for general election and other political prospects across the local party area.

**Salary range:** £18,000 - £22,000 (based on experience)

**Workplace:** The local party office and print room is in Clifton Without, in the York Outer constituency. The postholder may work one or two days a week from home, by prior agreement, and may also be required to work in other locations in the local party area.

**Hours:** The post is equivalent to five days a week, but the post holder will often be expected to work on Saturday mornings, some weekday evenings, and other weekend hours to fit with campaigning activities. Hours can be balanced across the week, provided key deadlines are met and the postholder is available to meet councillors, local party officers and other activists when required.

**Accountable to:** The York Liberal Democrats Local Party Executive, via the York Campaign Team. The Chair of the Campaign Team is the Line Manager.

**Transport:** It is very desirable for the postholder to have their own motor vehicle and a clean driving licence.

**Home:** after appointment, the organiser should live in, or very close to, the City of York.

**Key Roles and Responsibilities:**

1. To lead strategic planning and campaign organisation in held and target wards, working with the local party and the council group.
2. To oversee the writing, design and production of campaign literature by any campaigns intern(s), party volunteers, and elected members (and doing each of these roles personally when required to); to plan and deliver a major programme of doorstep and telephone voter contact; to ensure casework is recorded, followed up and built into campaigns; to use press, radio, email, websites, and social media tools effectively as part of the campaigns.
3. To identify, recruit, train, develop, and retain volunteers to help deliver the campaign plan.
4. To organise and attend action days, canvassing and surveying sessions as required by the line manager, and to engage with volunteers, councillors and other stakeholders to make these events successful.

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5. To support local party officers in organising fundraising events and running direct appeals for donations, supplemented by business donations if possible.
6. To ensure that data and data management tools used by the party are utilised in a manner that respects internal protocols and any relevant legislation.
7. To work positively, flexibly and imaginatively as part of a team with local party officers and councillors, including line managing any supporting intern(s).
8. To help manage the local party office as required.
9. To undertake such other duties as the line manager may require as part of communication, campaigning and organisation in the area.

In addition the Campaigns Organiser will comply with general duties, including:

- Adhere to all health and safety and fire regulations and cooperate with the local party to maintain good standards of health and safety.
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the party into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the party.
- Demonstrate a commitment to ongoing learning and development and participate in training relevant to the role.

**PERSON SPECIFICATION**

Specification	Essential?	Desirable?
Previous experience of planning and delivering campaigns, in a political environment or otherwise.	E	
Previous experience of developing and motivating a team (staff or volunteers).	E	
Ability to effectively communicate with and maintain the confidence of a wide variety of stakeholders, including systematic record keeping and information sharing.	E	
Experience of working effectively without day-to-day supervision, prioritising from a wide variety of tasks, while being resilient under pressure and meeting key deadlines.	E	
Proven ability to write, design and produce leaflets and other materials which get a message across successfully.		D
A record of identifying issues with campaigning potential.		D
Clean driving licence and use of own motor vehicle.		D