

JOB DESCRIPTION – Head of Campaigns - Scotland

JOB SPECIFICATION

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| Job Title: | Head of Campaigns - Scotland |
| Responsible to: | Director of Campaigns & Elections |
| Salary: | £32,000 - £40,000 per annum |
| Benefit: | 8% Employer's Pension Contribution |
| Tenure: | Permanent |
| Hours: | Full time 40 hours per week |
| Location: | Scottish Lib Dems HQ, Clifton Terrace, Edinburgh. |

Purpose of job

To deliver election success in Scotland and work alongside volunteers, staff and elected representatives to make Scottish Liberal Democrats the most effective campaigning organisation in the country.

Key Responsibilities

1. Develop and implement strategy and campaign plans that increase Lib Dem representation in Westminster, Holyrood and council elections.
2. Campaign management of key elections in held/target seats and councils.
3. Spread of best practice and skills in (and beyond) target seats, through training, mentoring and communications.
4. To develop a team of skilled volunteers to support campaigns across the country.
5. To work with Scottish Party leadership to develop national campaigns that build our vote in Scotland
6. Ensure good relationships and communications with key stakeholders including the State Party, ALDC, MPs and MSPs and their teams, and local parties.

PERSON SPECIFICATION

We are looking for a strong campaigner who will build on the Lib Dem successes of 2016 and 2017 in Scotland.

We're looking for a strong, inspiring leader of campaigns with excellent communication and organisational skills to drive our campaigning in Scotland in the coming years. The

successful applicant will have a record of managing campaign success and a strong understanding of political messaging and of what it takes to win an election.

Key to this role is the ability to build relationships, inspire and develop volunteer teams – building self-sufficient campaigning organisations at every level. Experience in training or mentoring is an advantage.

When it comes to campaigning, you'll be equally at ease whether you're using social media, verbal or printed communications to get your message to the voters. You'll be someone who is inherently curious about what works best, be willing to try new things and will be able to make the most of data to make the right strategic decisions.

This role involves working across several levels of government and the ability to communicate well with stakeholders is another key ability.

Finally, you will be well organised, possess a good temperament that allows you to cope with the unexpected and be able to work without supervision in a challenging environment.

Essential Skills and Experience

1. Strong verbal and written communication skills
2. Campaign management experience and record of success
3. Clear understanding of how to engage with both members and voters – online and offline
4. Excellent organisational and planning skills
5. Confident with data, CRM and digital campaign tools
6. Sympathy with the aims and values of the Liberal Democrats

Desirable Skills and Experience

7. Experience in not for profit campaigns
8. Experience of using Nationbuilder, NGP/VAN Votebuilder (Lib Dem Connect)
9. Experience of delivering training
10. Working with volunteers

APPLICATION PROCEDURE

Please apply on our website by completing an application form.

Closing date: 12.00 noon, Friday 9th February 2018