

Job Description

Job Title: Campaigns Officer, Scotland

Responsible to: Head of Campaigns, Scotland

Purpose of Job:

To deliver election success across Scotland and to develop and support strong local campaign teams in held and target areas.

1. Key Responsibilities

- 1.1 Implementation of long term strategy and plans to win more Lib Dem MPs, MSPs and councillors
- 1.2 Campaign management of key elections in held/target seats and councils
- 1.3 Spreading best practice and skills in (and beyond) target seats, through training, mentoring and communications
- 1.4 Developing a team of skilled volunteers to support campaigns across the country
- 1.5 Working closely with the Head of Campaigns (Scotland) and Party Manager, to develop and implement a plan to grow party membership in Scotland and improve engagement with members through communication, training and campaigning
- 1.6 Ensuring good communications and relationships with key stakeholders – including the Federal Party, candidates and Local Parties.

2. Specific Tasks and Responsibilities

- 2.1 To assist in the production of and delivery of agreed campaign plans
- 2.2 To provide support in the production of high quality literature
- 2.3 To support teams in building capacity needed to deliver election victories at all levels
- 2.4 To work with teams to provide training to members and activists
- 2.5 To support constituency staff in their day to day work
- 2.6 To provide support to teams to create, build and deliver effective online campaigns
- 2.7 To support Parliamentarians and candidates with their constituency campaigns
- 2.8 To lead on the production of and delivery of relevant training to party members and activists across Scotland.
- 2.9 To provide template leaflets and other campaign material for use by the wider party and organising bulk leaflet deals to encourage activity and deliver value for money.

- 2.10 To work with members of the Federal Campaigns Department to ensure centrally produced materials and content are relevant to Scotland and are devolution friendly.
- 2.11 To work with the Director of Campaigns, Scotland, Scottish Leader and other key stake holders to devise and implement a national strategy.
- 2.12 To support local parties across Scotland in developing a strategy and plan to build infrastructure and deliver election wins in the future.
- 2.13 To work with local parties to grow membership and assist in the production of members' communications, including newsletters and emails, from the party.
- 2.14 To deputise for the Director of Campaigns, Scotland at meetings/events both within the party and with external organisations.
- 2.15 To build and maintain good working relationships with external suppliers to ensure value for money.
- 2.16 To build and maintain good relationships with local parties and key stake holders including the Scottish Liberal Democrats executive and Parliamentarians.
- 2.17 To attend relevant meetings and training as required.
- 2.18 Proactively assist in local council by elections.
- 2.19 To work with the Party Manager, providing help and assistance where necessary, including making sure the conference agenda is produced in a timely manner."
- 2.20 To make sure the conference agenda is produced in a timely manner, and provide other help and assistance as necessary.
- 2.21 To observe confidentiality
- 2.22 To develop the campaigning activities of the Party by continually contributing new ideas, questioning methods, suggesting alternatives and positively listening to other people's ideas
- 2.23 To understand and practise the Party's key values: - liberty, equality, community
- 2.24 Continually to deliver a high quality of service to the public, Party members and to all colleagues
- 2.25 To act otherwise as requested by the Director of Campaigns, Scotland