

## **JOB DESCRIPTION**

<b>Job Title:</b>	Campaigns and Digital Officer (Scotland)
<b>Responsible to:</b>	Head of Campaigns for Scotland
<b>Salary:</b>	£18-24,000 per annum
<b>Benefit:</b>	8% Employer's Pension Contribution or exclude if not relevant
<b>Tenure:</b>	Permanent
<b>Hours:</b>	Full time 37.5 hours per week
<b>Location:</b>	Scottish Lib Dem HQ, Edinburgh

### **Purpose of job**

Reporting to the Head of Campaigns in Scotland, you will be responsible for helping to deliver electoral success across Scotland. You will support strong local campaign teams in held and target areas with additional focus on implementing digital campaigning, both within individual seats and across Scotland.

You will have experience in running successful campaigns and have an understanding and experience of using a range of online and offline campaign tools and tactics, with the ability to put theory into practice to help local teams across Scotland grow.

### **Essential attributes:**

1. A clear understanding of how to engage and motivate voters across all channels
2. Outstanding communication and persuasion skills
3. Campaign management experience and a record of success
4. Excellent organisation and planning skills
5. Sympathy with the aims and values of the Scottish Liberal Democrats

### **Desirable Skills and Experience:**

6. Experience in Digital Marketing and/or direct or digital marketing qualification
7. Experience in using social media and emails, in developing and winning campaigns
8. Experience of delivering training

9. Political campaign experience at a Parliamentary level
10. The ability to produce high quality print and digital content
11. Familiarity with Page Plus, Connect (NPG VAN) and NationBuilder
12. Full UK driving licence and access to own transport

## **1. Key Responsibilities**

- 1.1 To work with the Head of Campaigns in Scotland to implement long term strategy and plans to elect more Liberal Democrats at every level.
- 1.2 To manage key elections in held and target seats and councils, and to work with held and target areas to develop both traditional campaign plans and a digital strategy to deliver electoral success at every election.
- 1.3 To work with the Head of Campaigns and Party Manager to design and implement a digital campaign and communication strategy, both to voters and members, across Scotland, with the aims of growing membership and increasing Liberal Democrats votes.
- 1.4 To work with the Press and Media Team to promote Liberal Democrat policies and achievements, through digital media in Scotland and to be responsible for designing and developing digital advertisements and campaigns, as directed by the Head of Campaigns.

## **2. Specific Tasks and Responsibilities**

- 2.1 To support Parliamentarians, candidates and staff with their constituency campaigns, including by assisting in the production and delivery of agreed campaign plans, both traditional and digital.
- 2.2 To provide support in the design of high-quality literature, digital advertising, and online content, including by providing content and assistance in the management of the Scottish Party website, and email communications from the Scottish Party.
- 2.3 To provide digital training to members and activists, and to provide digital and campaigns support to constituency and party staff where appropriate.
- 2.4 To work with the Party Manager and Finance and Membership Committee to develop and implement a digital plan to grow membership in Scotland.
- 2.5 To work with the Party Manager to develop new ideas and strategies for digital fundraising.
- 2.6 To work with the Head of Campaigns, Press and Media Team and Parliamentarians to devise and deliver a robust digital communication

- and advertising strategy, to promote the Parliamentarians' work and the work of the Scottish Liberal Democrats.
- 2.7 To provide template leaflets and online content for use by the wider party, and organising bulk leaflet and digital deals, to encourage activity and deliver value for money.
  - 2.8 To work with members of the Federal Campaigns Department to ensure centrally produced materials and content are relevant to Scotland and are devolution friendly.
  - 2.9 To work with the Party Manager, Conference Committee and Press and Media team to develop digital and print material for Scottish Conference, including the Agenda, Digital Advertising and Online Content & Resources.
  - 2.10 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.
  - 2.11 To observe confidentiality.
  - 2.12 To understand and practice the Party's key values: liberty, equality, community.
  - 2.13 Continually to deliver a high quality of service to the public, Party members and to all colleagues.
  - 2.14 To undertake other reasonable duties at the request of your line manager.

*Applications are especially encouraged from people in groups that are under-represented in politics. We are happy to discuss flexible working, part-time and job share options at interview.*