

The Liberal Democrats

General Election Director of Strategy

Westminster, London, SW1

£70,000-120,000 (according to experience)

The Liberal Democrats are looking for a world class individual who can develop and lead the delivery of a strategy that will allow the party's to maximise its success in the 2015 General Election and to come out of the election as a party of government for a historic second time.

The successful candidate will be able to offer vision, leadership and inspiration across the party. They will need to have solid professional experience delivering strategy, marketing, communications and electoral campaigning gained from senior roles within party politics and government. They will need to have a deep understanding of UK electoral politics, a proven track record of delivering electoral success, the ability to work with and relate to a wide range of people and a long held commitment to liberal values.

Closing date: 9am, Monday 16 June 2014

APPLICATION PROCEDURE

Please apply by email attaching: -

- A full CV (no more than two pages and including contact telephone numbers and email address);
- A covering letter (no more than one A4 page) setting out why you want to do this job and how your experience and skills are relevant to it;

Please let us have details of your current salary and two referees including one from your current employer - if you would prefer us not to contact them until a later stage of the selection process, please specifically let us know.

The email should be sent to Emma Peall (HR) at emma.peall@libdems.org.uk.

The deadline for applications is: **9am, Monday 16 June 2014**

The Liberal Democrats are equal opportunity employers and particularly welcome applications from groups who are currently under-represented in our staff.



Director of Strategy

JOB SPECIFICATION:

Job Title:	Director of Strategy
Responsible to:	Party Leader Chief Executive
Salary:	£70,000-120,000. Dependant on experience.
Location:	Westminster, London, SW1 Though the role will involve travel across the UK

Purpose:

To develop and lead the delivery of a strategy that will allow the Liberal Democrats to maximise their success in the 2015 General Election and to come out of the election as a party of government for a historic second time.

Key Responsibilities:

1. To advise and work with the Leader of the Liberal Democrats to determine political strategy.
2. To lead the realisation of the agreed political strategy by providing active and inspirational leadership at every level of the party.



PERSON SPECIFICATION

The Liberal Democrats are looking for a world class individual who will be able to offer vision, leadership and inspiration across the party. They will need to have solid professional experience delivering strategy, marketing, communications and electoral campaigning gained from senior roles within party politics and government. They will need to have a deep understanding of UK electoral politics, a proven track record of delivering electoral success, the ability to work with and relate to a wide range of people and a long held commitment to liberal values.

Essential Skills and Experience:

1. The ability to articulate a vision for Liberal Democrat electoral success in 2015.
2. A record of delivering national electoral success.
3. 10 years' experience of providing strategic leadership for a national political party.
4. A deep understanding of UK electoral politics.
5. A background and 5 years' experience of delivering political marketing and market research.
6. 10 years' experience of leading political communications or campaigns for a political party, including for a national general election.
7. A passion for and a commitment to campaigning.
8. Experience of working with and inspiring volunteers and staff.
9. A demonstrated commitment to liberal values.
10. A proven track record of success within electoral politics.
11. 5 years' experience gained working in a senior role within government.
12. 10 years' experience gained working in a senior strategic role within a political party.
13. An understanding of the political dynamics of coalition government.
14. An established understanding of the internal dynamics of the Liberal Democrats.