

JOB DESCRIPTION

JOB SPECIFICATION

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| Job Title: | Director of Strategy, Research and Messaging |
| Responsible to: | CEO |
| Salary: | Competitive |
| Benefit: | 8% Employer's Pension Contribution |
| Hours: | Full time 37.5 hours per week |
| Tenure: | Permanent |
| Location: | At least 3 days a week in Central London |

Purpose of job

You will make sure we have a clear strategy for winning future elections, that is understood and owned by the party as a whole.

You will make sure we understand and speak to people's hopes and concerns, through building and leading world-class research, insight and feedback loops.

You will make sure our political positioning and messaging is relevant, timely and cuts through.

Key Responsibilities

1. Facilitate strategy development and political positioning across the party, supporting the Federal Board and elected committees in shaping, testing and agreeing this.
2. Make sure our brand and tone of voice is relevant and appealing, and supports our political positioning and overall strategy.
3. Lead and implement a strategy for research and insight that makes sure we are speaking to the right issues in the right ways.
4. Lead and implement a strategy for effective policy and political content development, including policy research and advocacy functions.
5. Lead and implement a strategy for effective external communications, including press and digital marketing.

6. Lead and implement a strategy for effective internal communications.
7. Lead and develop high performing teams
8. Be an active member of the Senior Leadership Team and build strong working relationships with people across the party

PERSON SPECIFICATION

Essential Skills and Experience

1. Exceptional strategic and political judgement
2. Exceptional ability to develop and set corporate level strategy in complex organisations
3. Exceptional ability to lead, manage, develop and facilitate multiple complex teams
4. Exceptional ability to plan communications strategies, campaigns, projects and engagement activity over the medium to long term - both internally and externally
5. Excellent understanding of brand building, political and/or marketing research techniques and how these can be used to sharpen and improve messages, campaigns and strategy
6. Excellent understanding of policy research and development
7. Excellent ability to adapt your approach to the working styles of different people, at all levels of seniority
8. Excellent judgement and discretion in highly sensitive environments
9. Good ability to work at Board level, alongside non-executive governance
10. Good ability to manage budgets and contracts

Desirable Skills and Experience

1. Proven ability to work with and understand the needs of volunteers
2. A commitment to the aims and values of the Liberal Democrats

APPLICATION PROCEDURE

For questions and further details, and to submit an application, please contact: recruitment@libdems.org.uk attaching: -

- 1) A copy of your CV; including complete work history

- 2) A Covering Letter; no more than 2 pages of A4 in length, indicating clearly how your experience and skills meet the criteria stated in the job and person specification. Please also write your name on top of your supporting statement.
- 3) A completed **diversity monitoring form**.
- 4) Please ensure we have the means to contact you by phone and email.

We will be reviewing applications as they come in and reserve the right to appoint prior to the closing date

Please note: We will not be able to employ you if you are not eligible to work in the UK. We will not be able to obtain a work permit on your behalf.

Applicants are encouraged to inform us if any reasonable adjustments are needed to be made during any part of the recruitment process.

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 let us know.

We will notify all applicants when the process is complete.

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



let's end mental health discrimination

The Liberal Democrats are committed to supporting the mental health and wellbeing of all of our staff. That's why we've taken the Time to Change Employer Pledge. We encourage applications from persons with experience of mental health and are committed to supporting our employees to fulfil their potential and perform at their best in work."