



REGIONAL DEVELOPMENT OFFICER (WEST MIDLANDS) JOB SPECIFICATION

Job Title: Regional Development Officer (West Midlands)

Responsible to: West Midlands Campaigns Manager

Salary: £25,000 p.a (pro rata)

Benefit: 8% Employer's Pension Contribution

Tenure: Part-time – 16 hours per week (fixed term contract until 31 December, with a view to it being extended)

Location: Home-based, a location commutable around the West Midlands.

Purpose of job

To deliver election success in priority areas across the West Midlands, with a clear objective of putting “more gold on the map” – be it Lib Dem MPs, Lib Dem-led Councils, Lib Dem Mayors or Lib Dem PCCs. Key Responsibilities include:

1. Working under the direction of the Campaigns manager, take responsibility for developing up to date Development Plans for local parties in the Region. Maintain a rolling overview of their delivery and advise the Campaigns manager on resources needed to achieve goals;
2. Support the Campaigns Manager in delivering the seat support programme agreed between LDHQ and the Regional Party to develop the skills of volunteers and staff, build party capacity, and win elections;
3. Increase the take up of national campaigns and messages that grow the Liberal Democrat brand and movement;

4. Maintain records of local party development plans as they are created, and successfully appointed Liberal Democrats. Create a shared space for these documents which is accessible to the Campaigns Manager and selected regional staff

5. Work with local parties to increase the diversity of membership and candidates.

PERSON SPECIFICATION

We are looking for a strong campaigner

PERSON SPECIFICATION

We are looking for a good campaign administrator who can assist in delivering election success for the Liberal Democrats.

The heart of this role is working closely with local staff and volunteers to support the development of local campaigning in key areas through our seat support programme.

You'll be a self-motivated person, with strong administration and communication skills and the ability to build strong working relationships.

You'll be a person at ease with the latest online and offline campaign techniques. Ideally you will have been part of a successful election campaign and will have a good understanding of what it takes to win.

You will have sound political judgement, a good understanding of voters, and will know what it takes for candidates to cross the winning line.

You will be well organised and able to work without direct supervision in a challenging environment.

A good temperament that allows you to deal with the unexpected is a must.

You will need strong communications skills, and must also show a willingness to innovate, experiment, and share best practice.

This role will suit someone who enjoys variety in their work and working with teams with differing needs and levels of development.

Essential Skills and Experience

1. Campaigning experience
2. Political messaging experience
3. Excellent organisational and planning skills
4. Strong verbal and written communication skills

6. A good understanding of how to engage with members and voters
7. Confidence in working with data
8. Experience working with volunteers
9. (Ideally) a full clean driving licence and access to a vehicle
10. Sympathy with the aims and values of the Liberal Democrats Desirable Skills and Experience
13. Awareness or experience of some or all of the following systems: Nation builder, Lib Dem Connect, Lighthouse and Affinity Publisher (or the predecessor package Page Plus)