

## **Campaign Organiser** **Leeds North West Liberal Democrats**

The Leeds North West Liberal Democrats are seeking applications for the post of Campaign Organiser.

This is a new, temporary post. It is part-time, 10 hours per week. Starting 18 January 2021, the employment will last for one year. It is possible that the period of employment and the hours available will be extended in the future, dependent on funding.

The role of the Campaign Organiser will be to support the Leeds North West local party in campaigning for the 2021 Leeds City Council elections, and to help the local party to grow its membership, fundraising and profile in order to achieve further successes in subsequent years.

The ideal applicant will be an enthusiastic, driven, confident person who enjoys working with volunteers and making a noticeable difference. You will work with our current volunteers and recruit new ones, organise and run regular doorstep and phone canvassing sessions, and produce campaign literature, online content and press releases.

We are looking for someone who is able to work flexible rather than set hours and will discuss the details of working practice at interview. You will have a significant amount of autonomy in managing your workload. However, due to the nature of working with volunteers and leading campaign sessions, it will be necessary to work evenings and weekends on a fairly regular basis, especially in the run up to elections. Time off in lieu will of course be available.

The role requires strong interpersonal skills, patience, persistence, enthusiasm, good communication skills and the ability to work well with anyone. Experience of Liberal Democrat campaigning will be an asset, but it is not a requirement, and we encourage anyone with these skills to apply. Training is available for some aspects of the role.

This is a job based in Leeds and includes office space in Headingley for the post holder. In view of the COVID pandemic, we will be very happy for the post holder to work primarily from home at first. However, being physically based in Leeds will be an advantage: for example in order to receive deliveries of leaflets and distribute them to local volunteers. Once COVID restrictions are reduced, the expectation is that the majority of work would be done from the office. The line manager for this role will be the chair of the Leeds North West local party.

A Job Description and a Person Specification are included below. We welcome applications from all Liberal Democrats and sympathisers, and will consider appropriate adjustments to the role for the right candidate.

The post is paid at £18-21,000 per annum pro rata, dependent on experience, with a pension entitlement of 5%.

## **About the Leeds North West Liberal Democrats**

Leeds North West was represented by a Liberal Democrat MP from 2005 to 2017, but is now Labour held. The Conservatives have also always retained a substantial local presence, and this resurged in 2019 in the context of a national swing towards them. Despite this, we achieved a significant success in May 2019, taking a council seat from Labour. We now have five councillors within the parliamentary seat, Labour have four and the Conservatives three.

The Leeds City Council elections for May 2020 were postponed as a result of the coronavirus pandemic, but we have used the time to review our current strengths and weaknesses and develop a strategy plan designed to support our ambitions to rebuild and ultimately retake the parliamentary seat. Our decision to hire a Campaign Organiser came out of this planning exercise, and will be a crucial component in our future success. Our main goal for 2021 is to defend two standing councillors and win an additional seat in the May elections.

## **Job description**

### **Key tasks**

- Operate as the campaign organiser for the Leeds North West campaigns, ensuring that systems are in place to deliver the campaign plans effectively, on time and to budget.
- Design, artwork and where appropriate write campaign literature.
- Oversee the production and delivery of campaign literature.
- Organise, advertise and run regular canvassing sessions.
- Organise, advertise and run regular Action Days.
- Provide and circulate regular press releases and media briefings on behalf of and with the approval of the local party's councillors, candidates and campaigners.
- Develop and update our social media and other online infrastructure and content.
- Plan postal vote and polling day GOTV ('get out the vote') operations.
- Report on progress and expenditure.
- Attend training as required.
- Undertake other reasonable duties to further effective communication, campaigning, and organisation at the request of the line manager.

### **As time allows**

- Oversee the development, updating and delivery of the annual constituency campaign and development plan.
- Ensure the continual development and improvement of organisational capacity in order to achieve the constituency campaign plan.
- Develop and build the organisation and infrastructure of the Leeds North West local party, raising its capability to a higher and more sustainable level.
- Coordinate and support membership recruitment and engagement plans in order to achieve the local party's membership targets.
- Develop and grow the local party's pool of active volunteers, including providing training in campaigning techniques such as effective use of Connect and MiniVan.
- Keep records of volunteering activity using the My Campaign area of Connect.
- Help and train new volunteers and candidates to develop the skills and motivation to campaign effectively.
- Assist the local party with fundraising and social activities.

## Person specification

### Essential Attributes:

- Integrity – doing what you say and standing up for democratic principles
- A ‘can-do’ attitude
- Excellent interpersonal skills with a warm and friendly manner, with the strong ability to engage, coach and motivate volunteers from a range of backgrounds
- Excellent organisational skills
- GCSE or equivalent qualifications in English and Maths
- Good communication skills, both written and verbal
- Good IT skills
- Willingness to work flexible hours, including weekends and evenings
- Ability to learn new skills quickly
- Ability to work well as part of a team, as well as independently
- Sympathy with the values of the Liberal Democrats and willingness to join the party

### Desirable Experience:

- Knowledge and understanding of Liberal Democrat local campaigning
- Experience of managing volunteers, ideally in a community or campaigning capacity
- Experience of organising and training volunteers
- Experienced user of Connect, including on polling day
- Experienced user of Nationbuilder

## How to Apply

Applications should be made in writing to Penny Goodman. Please send your application by email to [leedsnwlibdems@gmail.com](mailto:leedsnwlibdems@gmail.com).

In your application:

- Please write explaining why you wish to be considered for the post and showing how you meet the key points from the person specification.
- Please also enclose a short Curriculum Vitae. This should include contact details for at least two referees, one of whom should be your current or most recent employer. We may contact your referees before your interview unless you tell us otherwise.

**The deadline for applications is 5pm on 29 December 2020.**

Shortlisted applicants will be asked to attend an interview via Zoom on **Thursday 7 January**. Invitations for interview will be sent out on Monday 4 January, and will include instructions on how to prepare. Applicants must be able to start work in the week commencing 18 January.

If you have queries about the job or the recruitment process please do not hesitate to contact Penny Goodman at [leedsnwlibdems@gmail.com](mailto:leedsnwlibdems@gmail.com).

### Please Note:

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

- Applicants are encouraged to inform us if any reasonable adjustments need to be made during any part of the recruitment process.
- We will not be able to employ you if you are not eligible to work within the UK.
- We will not be able to obtain a work permit on your behalf.