

Wells Constituency Liberal Democrats Campaign Organiser

Job Description

Purpose of job:

- A. To maximise the number of Liberal Democrat Councillors elected within the Constituency for Somerset Council and Parish Councils
- B. To drive the campaign to re-elect a Liberal Democrat MP at the next general election
- C. To promote Liberal Democrat values, activities and policies across the Constituency

Accountable:

To the Constituency Executive Committee

Reporting:

To the Constituency Chair

Office:

Constituency-based, at present in Street, Somerset but with a significant element of home working to suit the successful candidate and the Constituency Executive Committee

Hours:

40 per week with 20 days' paid holiday per year plus Bank Holidays. Time off in lieu will be awarded when an election campaign necessitates working extra hours. There will be a need to work some evenings and weekends. This post is also open to applicants who wish to job-share the role.

Dates:

To start as soon as possible

Key Tasks:

General

To advise and co-ordinate activities for Councillors, the Parliamentary Spokesperson / Candidate / MP, and the Constituency Executive Committee relating to political matters relevant to the Constituency

1. To carry out any reasonable request made by the Constituency Chair and the Parliamentary Spokesperson / Candidate / MP (or another member of the Constituency Executive Committee if power has been delegated to them by the Chair)
2. To ensure that the Constituency is compliant with financial, electoral, data protection and other legislation
3. To ensure that those tasks for which the job holder is responsible are completed to a high quality, on time and within budget
4. To represent the Constituency at relevant meetings, including Party Conferences, as agreed and directed by the Constituency Executive Committee
5. To attend meetings with the Parliamentary Spokesperson / Candidate / MP, Party officers and other individuals as agreed and directed

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Elections

6. To work with the Election Convenor(s) to ensure approved candidates stand in all elections contested on a party-political basis
7. To support election candidates with literature, publicity and campaigning assistance, including collating and managing data, and election day organisation
8. To ensure candidates' nomination papers are completed and submitted before the deadline
9. To monitor all election campaign activities and literature to ensure compliance with electoral and data protection legislation
10. To ensure all election expenses returns are complete, compliant, accurate and submitted before the deadline
11. To ensure data from marked registers is transferred onto the database

Campaigning

12. To publish quality leaflets and other campaign literature with priority given to publications in the Campaign Plan
13. To assist candidates with local campaigns
14. To ensure all data collected is entered onto the database by trained and authorised personnel
15. To use social media to promote the values and aims of the Liberal Democrats
16. To develop and implement proactively a social media strategy to promote the Liberal Democrats in the Wells constituency, particularly focussing on:
 - our online presence and activity to increase reach, engagement and interaction from Members, Supporters and the wider public
 - driving the move to twin-track a digital focussed approach to campaigning
 - co-ordinating regular communication to Members and Supporters
 - creating digital content for each platform
 - updating and maintaining Wells Liberal Democrats' websites
 - moving to a 'create once, publish everywhere' principle and encouraging our supporters to 'share' our messages

Development

17. To initiate political activity in all Wards in the Constituency
18. To build the Constituency infrastructure to meet agreed targets
19. To provide administrative support for the Membership Secretary with recruitment drives
20. To provide administrative support for fund-raising initiatives

Liaison

21. To support the training and development of Party Members and Supporters
22. To liaise with other Somerset Constituencies on matters of mutual interest and concern

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