

Chief Executive, Scottish Liberal Democrats

Role of the Chief Executive

To achieve maximum elected representation and the implementation of Liberal Democratic policies in Scotland, the Chief Executive leads the party administration and directs the human, financial and administrative resources of the Party. They will bring energy and outstanding leadership to this crucial job, whilst recognising that the relationships with the Leader (for political leadership) and the Office Bearers (line managers of the Chief Executive and the representatives of all members of the party) have a key role in the direction of the party.

The Chief Executive is responsible for all staff employed by the Scottish Liberal Democrats.

Location

The post is based in the Party's office at 4 Clifton Terrace, Edinburgh.

Key objectives

The Chief Executive will:

- Ensure that the day to day operations of the Party are efficiently carried out.
- Lead the Party in delivering agreed strategic objectives.
- Work with the Treasurer to ensure that the Party's finances are on a sound footing. Monitor income and expenses on a regular basis to ensure that the party is operating within budget and operating within agreed financial controls.
- Develop the Party and improve its impact by ensuring the development of world-class teams delivering Policy, Communications, Campaigns and Marketing, and People (including Membership and Diversity), ensuring that the representation, both elected and unelected, voice and influence of the Scottish Liberal Democrats continue to grow.
- Constantly review and improve the structure, systems and processes of the Party, further embedding efficiency, integrity, diversity and transparency at the heart of all its operations.
- Direct the transformation of the Party's fundraising infrastructure in order to enable the party to achieve continuously improved electoral success and have a solid operational base year on year.
- Ensure that the party is ready to fight all relevant elections including possible by-elections and the next scheduled Scottish Elections in 2021.

Leadership and stakeholder engagement

1. Support the Leader and Office Bearers with their party duties and responsibilities and undertake appropriate projects and initiatives to grow the capacity, diversity, and impact of the Party.

2. Work with the Leader, Convenor, and Office Bearers to deliver the party strategy through shaping the business plan and budget for each electoral cycle, and by developing and delivering workplans for all eventualities.

3. Manage and direct the staff of the Party, ensuring that they have the skills, to deliver the objectives of the Party, with clear targets.

4. Work with staff, Local Parties and other party bodies to create and maintain an inclusive and diverse culture where everyone is able to succeed. Review and improve the structure, systems and processes of the Party, further embedding efficiency, integrity, diversity and transparency at the heart of all its operations.

5. Develop, professionalise, and integrate staff at HQ by improving communications promoting professionalism, and maximising the impact of available resources.

6. Ensure that the Party serves its Local Parties members and supporters well, projects its messages strongly, and supports activists and volunteers at all levels, by fostering good and open relationships between all parties, to achieve maximum impact.

7. Help to enact the party's strategy of building a broad liberal movement by ensuring that the party's staffing structures, budgets and internal culture are fully aligned with this goal, including successfully managing any changes in existing working practices and service provision that this requires.

8. Work to ensure close and effective collaboration and foster good relations between party institutions, including the Federal Party, the Parliamentary Offices, the English, Welsh and Scottish state parties, Local Parties, Specified Associated Organisations Associated Organisations and encourage them and their staff to operate and use their resources to best deliver the Party's agreed strategic objectives, agreeing and delivering service level agreements where appropriate.

9. Help ensure close and effective collaboration and cooperation between elected Liberal Democrats at all levels to ensure all levels of representatives are integrated into the mechanisms for achieving the Party's agreed strategic objectives.

Fundraising

10. Work alongside the elected Party Treasurer to sustain and increase the financial strength of the Party. Help to build and maintain relationships with key donors.

Campaigning and communications

11. Work closely with the campaigns teams in Scotland and London to build the campaigning strength of the Party, and ensure campaigning resources, both on and offline, are used effectively to develop capacity and increase representation at all levels.

12. Oversee the organisation of Scottish Conferences (Spring and Autumn) to ensure that they meet their budgets while fulfilling democratic decision and policy making objectives, and presenting a positive public image of the Party.

13. Oversee the organisation of other public and internal events to ensure that they meet their objectives.

14. Provide regular updates to the Party Leader and Convenor to keep them abreast of activity and decisions. Ensure effective communication with all staff and the wider organisation.

Administration

15. Review and constantly update record keeping and data storage.

16. Manage compliance and legal issues affecting the Party including electoral law, appropriate Codes of Practice and all other statutory obligations including those under the Political Parties, Elections and Referendums Act (PPERA). Work with the administrative team to ensure that all election and donation expenses are accurate, are filed on time, and that all other requirements of the Electoral Commission and the PERA are complied with.

17. Oversee the organisation of all internal Party elections, to ensure their compliance and efficacy.

18. Oversee the role of the Party as an equal opportunities employer, promoting and welcoming diversity in its ranks while developing good employment practices.

19. Manage and develop staff, ensuring their wellbeing, and oversee the provision of training in order to maximise their potential and effectiveness.

20. Oversee the preparation of the annual party budgets and business plans, work plans and monitoring thereof.

21. Ensure that all committees and sub-committees are well serviced and supported.

Competencies: the successful candidates will demonstrate:

1. A track record of strategic and operational management within either public, not-for-profit or private sector organisations, as well as experience of a member organisation (either as a member or manager serving members).

2. Strong senior management and leadership skills with proven ability to prioritise and delegate. Evidence of a track record in making difficult management decisions and executing/implementing them would be desirable.

3. Evidence of having taken full P&L responsibility in a medium size organization.

4. Evidence of a strong commitment to diversity and a record of success in a management role of an organisation.

5. An ability to understand and work effectively in a political and campaigning environment.

6. An understanding of the Scottish political scene and of the culture and values of the Party.

7. experience of fundraising.

8. An excellent understanding of marketing and branding in a digital world.

9. Strong diplomatic and people skills with a proven track record of organisational change including implementing and embedding new strategies in organisations with the staffing, structural, and cultural changes that are necessary to achieve success.

10.. Experience of working in highly competitive, fast changing, and public organisations dependent on its members and of motivating volunteers.

11. Good judge of political appropriateness, compliance and a high standard of personal conduct.

12. Strong commitment to the Liberal Democrats and a determination to grow the Party and improve its impact.

13. An understanding of, and appreciation for, the role of digital technology and communication to modern politics.

Contract

The role is offered on a permanent, full-time contract and subject to a six-month probationary period (which may be extended based on performance) with two three-month check-point reviews led by the Convenor.

Remuneration

Salary to be agreed, but in the range of £40-£45k

Conflicts of interest

If you or your partner have any actual or potential conflict of interest with the activities of The Liberal Democrat Party, this should be declared clearly. Any indirect association of this kind through any other family member or partnership should also be disclosed in the application.

Appointment

Any offer of employment will be made subject to satisfactory references.

Application Contents

Your application should include:

- a current detailed CV;
- a letter of application no more than 2 sides of A4 with (a) a statement of suitability (drawing from the competencies listed in the job description) and (b) a vision for the role (drawing from the key objectives set out in the job description); and
- details for two referees, one of whom should be your current or most recent employer.

Closing Date

Applications should be sent to Emma Walker at emma.walker@scotlibdems.org.uk by no later than Thursday 6th April.