

Labour Party Job Description

Job Title: Campaign Organiser

Responsible to: Nottingham Labour Group Campaign Officer

Location: Remote Working

Key purpose: The Campaign Organiser is responsible for building capacity and structure to enable Councillors and party members to deliver effective campaigns with the specific aim of winning elections at all levels

The post holder will primarily be supporting Labour Councillors in Nottingham.

Specific Responsibilities:

Campaigning

- To enable and empower campaign units to organise and campaign in their local communities and win elections through effective election organising, clear messaging and year-round community and voter engagement
- To support all party units and elected representatives using Labour's digital campaigning products, including Contact Creator.
- To work with all relevant candidates and elected representatives in the motivation and organisation of Party members in preparation for campaigns and election campaigns.
- To recruit, develop and train teams of volunteers to deliver effective year-round campaigning and organising using all available campaign methods
- Ensure key campaign tasks are undertaken in a timely manner including but not limited to uploading marked registers data.
- To organise and support campaigning with target voters
- Use media and social media to promote Labour's message to target voters and to undertake social listening to fully understand the concerns of communities.

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- To help plan, prepare and carry out visits by Shadow Cabinet Ministers and others to promote the policies and objectives of the Official Opposition.
- Work closely with three local Labour Members of Parliament and the staff working in their offices.

Development

- To pursue initiatives to recruit and retain members and supporters and activate the Labour Party across the region.
- To ensure campaigners have the confidence to campaign using digital.
- To identify and develop leaders in local parties and communities
- To ensure that effective training is provided to Party members and supporters.

Support

- To work within the requirements of the Political Parties, Election and Referendum Act and the Representation of People Act.
- To work with the party policies of the GDPR and wider data protection laws.
- To ensure that you fully understand and implement all of the roles and responsibilities in relation to Safeguarding Children and vulnerable adults
- To carry out any other reasonable task as directed by the Campaign Officers or Group Leadership.

The person will work closely with the Regional Director and will be expected to work flexibly as part of the Regional and Regional Hub team. From time to time this may involve working away from home in other Regions.



Labour Party Person Specification

Knowledge

- Knowledge of organising and campaigning techniques.
- Good knowledge of using digital to campaign - including social media, use of technology and email.
- Knowledge and understanding of the Party organisation at branch, constituency and regional level.
- Knowledge of Local Government, Parliamentary Labour Party and the Shadow Cabinet.
- Knowledge of the Labour Party constitution.
- Knowledge of election law and other relevant laws and regulations including PPERA
- Knowledge of safeguarding principles
- Knowledge of GDPR Legislation

Experience

- Experience of being involved in a campaign
- Experience of using digital tools to campaign including Labour Party campaign tools.
- Experience of working with volunteers.

Skills

Communication Skills including:

- The ability to work on own initiative.
- The ability to communicate concisely both verbally and in written form at all levels.
- The ability to promote and articulate the policies of the Labour Party.
- The ability to draft effective written communications.
- Leaflet design.
- The ability to produce high quality social media content.
- The ability to work proactively with a variety of stakeholders.

Organising skills including:

- Ability to build, enable and empower a campaign team.
- Ability to motivate and provide inspiring leadership to volunteers and campaigners.
- Ability to organise events, such as a training event.
- Ability to organise a group of volunteers / workers.
- Ability to organise an election campaign in partnership with Group Campaign Officers.
- Ability to address groups of stakeholders at, for example Labour Group or CLP meetings.

Administrative skills including:

- Ability to use technology to support administrative functions e.g. word processing and spreadsheet software.
- Ability to adapt to new online tools and methods.

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- Good organization skills.

Values

- A commitment to the Labour Party's codes of conduct, mission and values, as set out in its constitutional documents.
- Strong personal commitment to equality, diversity, and inclusion.
- Highly collaborative behaviour, able to build strong working relationships internally and externally in a complex stakeholder environment.
- Ability to work consistently to high professional standards including to accuracy, honesty, quality, and evidence.
- Commitment to a positive learning culture of feedback and continuous improvement.
- Creative and open to new ways of working including digital transformation, participatory methods and co-creation of solutions with those most affected.