

Labour Party Job Description

Job Title: Regional Organiser

Responsible to: Regional Director

Location: Regional office

Key purpose: The Regional Organiser is responsible for building capacity and structure to enable local activists to deliver effective campaigns with the specific aim of the winning elections at all levels, alongside working to ensure the effective operation of Labour Party structures within the Region.

The post holder will be part of the regional team reporting to the Regional Director.

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 develop effective communication systems with branches, members, other units of the party and affiliated organisations in the region to promote the policies and activities of the Official Opposition.
- To recruit, develop and train teams of volunteers to deliver effective year round campaigning and organising using all available campaign methods.
- To assist with regional initiatives, including Regional Conference and events, digital campaigning, telephone banks, political education, policy forums, equalities networks and youth organisations and by-elections.
- To organise and support campaigning with target voters.
- To recruit and develop teams of volunteers to assist with regional initiatives, including telephone banks, Political Education, Policy Forums, Women's and Youth

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Organisations, parliamentary and local government by-elections.

- Identify local leaders, endorsers and influencers and build local campaign capacity
- 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.
- To act as legal election agent for elections and by-elections as required by the Regional Director.

Co-ordinating

- To develop and support Local Policy Forums and other initiatives in the promotion and development of Labour Party policy issues.
- To help plan, prepare and carry out visits by Shadow Cabinet Ministers and others to promote the policies and objectives of the Official Opposition.
- To provide effective communications with all Party units, MPs, Elected Mayors, PCCs and councillors to reinforce the Official Opposition's policies, message, and objectives.
- To liaise with Labour Groups ensuring their compliance with Labour Party policy and Labour Party procedures.
- To work with Party Units and Elected Representatives to ensure compliance with Labour Party rules and procedures.

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 advise all relevant stakeholders on Party organisation, administration, electoral law, rules, constitution and disputes.
- To ensure that effective training is provided to Party members and supporters.
- To establish strong links with throughout the region with Affiliated Organisations, Trade Unions, Community Leaders and Campaign Groups, Business, Donors, Endorsers etc.

Support

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- To develop local and regional fundraising and fundraising schemes, ensuring the Region and CLP's have adequate funding to contest elections, campaign, and organise in their local communities.
- To ensure that Regional office, party units and elected representatives take all reasonable steps to conform to the requirements of the Political Parties, Election and Referendum Act and the Representation of People Act.
- To ensure that Regional office, party units and elected representatives take all reasonable steps to conform to the requirements and 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 Regional Director.

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 running fundraising schemes.
- 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.
- Experience of using social media successfully within a campaign.
- Experience of managing volunteers.
- Experience of fundraising.
- Experience of local media engagement.

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 the policies of the Labour Party.
- The ability to draft effective written communications.
- The ability to draft press releases.
- The ability to produce high quality social media content.
- The ability to work proactively with a variety of stakeholders including Members of Parliament, trade union leaders, council leaders, Labour Group leaders and NEC & REC members

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 recruitment and retention activities.
- Ability to organise in person and virtual events, such as a training event or gala dinners
- Ability to organise a group of volunteers / workers.
- Ability to organise an election campaign.

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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.
- Ability to run a well-organised office.

Technical Skills

- Ability to manage groups on a long term basis.
- A driver's licence is essential.

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.