

Labour Party Job Description

- Job Title:** Local Organiser – Communications and digital
- Responsible to:** Regional Director and Deputy Leader (non-statutory) of the Cumberland Labour Group.
- Location:** Cumbria/Remote
- Key Purpose:** To support in the delivery of winning communications for the Cumberland Labour Group ('the Labour Group') and the labour Party in Cumbria and upskill others to do the same in the lead up to 2027 local and mayoral elections.

Specific Responsibilities

1. Support the Labour Group in the delivery of its strategic communications and digital campaigns in line with Labour's digital strategy.
2. Support the creation of strategic communications, and the creation and capture of digital content from idea to completion.
3. Support the planning, execution, and optimisation of paid social media campaigns across platforms such as Facebook, Instagram and YouTube.
4. Support the development and delivery of high-quality political communications from the Labour Group Leadership and the Labour Group in general.
5. Upskill volunteers and key stakeholders in delivering brilliant digital campaigns and better political communications.
6. Be a champion for digital across the area.
7. Work closely with the Labour Group leadership, candidates and Party organisers to develop better strategic communications and their own digital campaigns programmes.
8. Work with the Regional Digital Officer to integrate local campaigns with national campaign moments.

9. Ensure that the digital programme is fully integrated with the field and comms operations locally.
10. Provide detailed updates as to the status of digital campaigns in their boroughs to the Regional Digital Officer.
11. Any other reasonable task assigned by the Regional Director and the Regional Digital Officer.

Labour Party Person Specification

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.

Knowledge

- Excellent knowledge of crafting good political communications, the social media and digital landscape
- Good knowledge of paid digital ads
- Knowledge of the political landscape in Cumbria and Cumberland

Experience

- Experience of working on multi-platform digital campaigns
- Experience using Adobe Creative Suite and online editing programs such as Canva
- Experience of working with a variety of stakeholders

Skills / Ability

- Copywriting skills
- Video editing skills
- Graphic design skills
- Communication skills
- Attention to detail