

Labour Party Job Description

Job Title: Campaign Liaison Manager

Responsible to: Director of Political Strategy

Location: Head Office London and Westminster

Key Purpose: The role will ensure joined-up communication and engagement between Government, the Parliamentary Labour Party and the wider Party around Government policy and the Leader's priorities. The role holder will manage key political projects and support collaborative working between internal and external audiences, helping to deliver effective Labour Party campaigns.

Specific Responsibilities

1. Support the effective communication and coordination across Departmental SpAds, the PLP Office and the Party to ensure joined-up communication and engagement around government policy.
2. Work with the Labour Party's Parliamentary Labour Party and Campaigns teams to ensure effective flow of information around the leaders priorities and government policy.
3. Manage key projects for the Leader's No10 Political team, ensuring effective joined-up working between the PLP Office and SpAds across government to deliver the Leader's priorities.
4. Support collaborative working between key internal and external audiences.
5. Support Labour Party teams in the planning and coordination of Leader campaign moments, including visits, launches and days of action, linked to government priorities.
6. Monitor and evaluate impact of the Leader's political campaign activity, providing insight and recommendations to improve future delivery.

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 political communications, campaigning and message development.
- Understanding of the roles and communication needs of MPs, Mayors, elected representatives and their staff.
- Knowledge of how Government policy and delivery can be translated into clear and persuasive public-facing messages.
- Understanding of the political and organisational context in which Government and Party campaigns operate.
- Knowledge of network-building, stakeholder engagement and developing effective approaches to communicating with different audiences.

Experience

- Significant experience of political communications, campaigning or stakeholder communications.
- Experience of building networks and developing stakeholder engagement, communications or campaign strategies.
- Experience of working with politicians, elected representatives, political staff or campaign organisations.
- Experience of developing relationships with political, community, campaign or external stakeholder networks.
- Experience of coordinating work across communications, policy, digital, campaigns or external partner teams.

Skills / Ability

- Excellent written and verbal communication skills, with the ability to turn complex policy into clear messages.
- Strong strategic campaigning and communications planning skills.

The Labour Party

- Ability to influence and collaborate with politicians, political staff, campaign organisations and internal teams.
- Excellent project management and organisational skills.
- Ability to develop audience-focused engagement approaches and identify effective ways to communicate with different stakeholder networks.
- Strong political judgement and understanding of message discipline and reputational risk.
- Ability to evaluate activity, respond to feedback and improve communications approaches.