

Labour Party Job Description

Job Title: Local Field and Digital Organiser

Responsible to: Regional Director

Location: Plymouth

Key Purpose: To develop the experience, skills and knowledge necessary to be a highly effective Labour Party Organiser covering both digital and field.

Specific Responsibilities

1. To enable and empower campaign units in Plymouth to organise and campaign in their local communities and win local elections through effective election organising, clear messaging and year round community and voter engagement.
2. To work with local stakeholders to build and deliver a voter focused well-organised campaign.
3. To work with candidates, elected representatives and local parties to identify, develop and organise campaigns and to motivate and organise members and supporters.
4. To work closely with Labour's Digital Team to ensure the digital strategy is delivered in your area.
5. Create and distribute local digital content aligned with Labour's digital strategy.
6. To identify campaign leaders and provide training and support to campaign leaders and members on organising, digital, campaign and election techniques.
7. To ensure a focus on growing the Labour Party and Labour movement in the local community.

8. Build networks with local content creators.
9. Work with regional and local teams to identify key local voices to speak to Labour campaigns. Once identified, film their story and produce the videos.
10. To develop local fundraising and fundraising schemes to ensure Constituency Labour Parties (CLPs) in the area have adequate funding to organise, campaign and contest elections.
11. To develop the latest digital campaigning and organising techniques within the local campaign.
12. Run digital advertising that reaches key audiences.
13. Work with Labour Party candidates and politicians to film, edit and distribute content.
14. To help build relationships between local CLPs, stakeholders and organisations to build the Labour Party and campaigns in the designated area.
15. To organise campaign events within the constituencies in the designated area.
16. To report on the level of all activity, organisation and the effective operation of Party rules in each of the constituencies to the Regional Director.
17. To work with regional/digital organisers or local stakeholders to ensure that our field and digital operations are fully integrated.
18. To develop communications systems with branches, members, other units of the party, affiliated organisations and the local community to promote the Labour Party and build the Labour movement.
19. Upskill volunteers and staff in delivering brilliant field and digital campaigns.
20. To carry out any other reasonable task as directed by the Regional Director.

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

- Knowledge of the aims and values of the Labour Party.
- Knowledge of the social media and digital landscape.
- General knowledge of the policies and structures of the Labour Party.

Experience

- Experience of organising and/or campaigning.
- Experience of working with a variety of stakeholders.
- Experience of using social media or digital tools, platforms or channels to communicate.

Skills / Abilities

- Excellent organisational skills.
- Ability to work proactively with a variety of stakeholders.
- Ability to work on own initiative with minimum supervision and to deliver work to agreed deadlines.
- Ability to develop clear objectives, assess success and report back in a clear way.
- Good communication skills.
- The ability to prioritise work according to tight deadlines.
- The ability to successfully plan projects.
- Good copywriting skills.
- Excellent attention to detail.
- Ability to work effectively as part of a team.
- A driver's licence would be desirable.