Labour Party

Job Description

Job Title: Head of Member and Volunteer Engagement

Responsible to: Director of Membership and Volunteering

Location: London or Newcastle HQ

Key Purpose: Lead the Party's membership and volunteering engagement strategy, managing the Training Manager and the Role Holder and Equalities Engagement Manager and their teams. Ensure training, roleholder and equalities engagement, and volunteer mobilisation work together to build an active membership and campaign capacity across the Party.

Specific responsibilities:

1. Provide strategic leadership for membership and volunteering engagement, ensuring that training, roleholder support, equalities engagement and mobilisation advance the Party's organisational objectives.

2. Line manage the Training Manager and the Role Holder and Equalities Engagement Manager. Agree plans and priorities with them, monitor delivery, support their development and ensure they lead their wider teams effectively.

3. Oversee the training portfolio, including coordinated national and in-field programmes and consistent, high-quality learning resources, developed with Head Office staff and regional teams and aligned with political and organisational priorities.

4. Oversee the roleholder and equalities portfolio, including year-round roleholder support and upskilling, communications and events, CLP and branch development and reorganisations, equalities engagement, greater participation by underrepresented groups, and local government candidate recruitment and training with relevant teams.

5. Engage members and volunteers in the work of the Labour government to build a positive, constructive and campaigning-focused relationship with the Party.

6. Develop and oversee a twinning and mobilisation strategy for staff, members and volunteers, building campaign capacity in priority areas and supporting agreed electoral plans with nations, regions and the General Secretary's Office.

7. Set strategic priorities for SMS mobilisation, online activism and the national phonebank, and oversee delivery through the relevant managers and teams, including the National Phonebanking Taskforce.

8. Manage income and expenditure budgets for the team's work, ensuring resources are used effectively and in line with organisational priorities.

9. Represent the Director of Membership and Volunteering at meetings relevant to this role.

10. Lead the team in pursuing organisational priorities and undertake any other reasonable tasks as directed by the Director of Membership and Volunteering.

11. To undertake any other reasonable tasks as directed by line management.

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Person Specification

Knowledge

- Knowledge of the aims and objectives of the Labour Party.
- Knowledge of elected Labour Party representatives.
- Knowledge of Labour Party structures, procedures and processes.
- Knowledge of campaign methods and the workings of the nations and regions teams.
- Knowledge of safeguarding principles.
- Knowledge of GDPR Legislation.

Experience

- Experience of developing strategy and translating organisational objectives into clear team priorities.
- Experience of managing managers and enabling them to lead wider teams effectively.
- Experience of setting and monitoring effective targets.
- Experience of devising, profiling and monitoring budgets.
- Experience of formulating and delivering large-scale volunteer deployment schemes.
- Experience of working in a membership- or supporter-focused organisation.

Skills

- Ability to communicate at all levels including an ability to give excellent presentations.
- Ability to provide leadership.
- Ability to work in a team framework and to motivate staff and volunteers.
- Ability to work in a fast-paced environment.
- Excellent interpersonal and communications skills.
- Track record in delivering tangible outcomes on time to budget.
- Proven track record of success in project management.
- Proven track record of working with conflicting responsibilities.

Values

- Commitment to the Labour Party's goals, values, policies, and codes of conduct and passion to ensure we fulfil the party's long standing commitment to equality.
- 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.