Labour Party
Job Description

Job Title: Local Organiser - York

Responsible to: Regional Manager (working closely with York Labour Group)

Location: York, with some hybrid working

Key Purpose: The Local Organiser will be responsible for ensuring effective campaign organisation across the City of York Council Area. The key responsibilities will be to work with York Labour Group, and other key stakeholders in order to increase the Labour majority on the Council in 2027.

Specific Responsibilities

1. To plan and organise campaigning activity as determined by York Labour Group.

2. To provide support to campaign leaders and members on organising and campaigning.

3. To produce campaign literature.

4. To produce digital pieces for social media.

5. Further develop effective use of digital campaigning and communications

6. To work with prospective candidates, elected representatives, activists and others to execute campaign plans and organise members and supporters.

7. To support councillors to carry out ward based campaigning.

8. To ensure that campaign leaders effectively utilise the Party's campaign tools e.g. Labour One, Contact Creator, Organise, Dialogue, print materials, voter ID (doorstep and telephone), registration and postal votes.

9. To provide regular reports on the level of all campaign organisation and activity to York Labour Group

10. To carry out any other reasonable task as directed by the Regional Manager or 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 and understanding of the Party organisation at branch, constituency and regional level.
- Knowledge of the aims and values of the Labour Party.
- Knowledge of campaigning techniques.

Experience

- Experience of being involved in campaigns.
- Experience of working with volunteers.
- Experience of working on own initiative.

Skills / Ability

- Ability to produce and promote social media content
- Ability to use software to compose and print leaflets and draft newsletters.
- Proven track record of working on own initiative, with ability to manage competing priorities. Ability to organise a group of volunteers.
- Ability to communicate concisely both verbally and in written form.
- Ability to work constructively with a wide range of people with diverse views
- Competence with IT software (e-mail, databases, conference calls, etc.)

Preferred but not required person specification

- Track record of running targeted social media campaigns, online surveys etc.
- Experience of working with volunteers
- Familiarity with the Party's campaign tools e.g. Labour One, Contact Creator, Organise, Dialogue, print materials, voter ID (doorstep and telephone), registration and postal votes.
- Awareness of the Labour Party at branch, constituency and regional level.
- Ability to organise events such as community engagement activities and member training.
- Ability to distil and present information from databases, spreadsheets, surveys etc
- A track record in community organising.