

APPLICATION PACK

BUCKINGHAMSHIRE CAMPAIGN COORDINATOR

Thank you for your interest in the post of Campaign Coordinator for Buckinghamshire Liberal Democrats. This is a new temporary post for the 2021 Buckinghamshire Council Unitary elections. Starting in October. The employment will last 8 months until the end of May 2021 with the potential for a longer contract after the election.

Buckinghamshire will be holding its first Unitary Elections since the new council was created in April 2020. Each ward across the county will be electing 3 candidates totalling 147 councillors across the council. Currently the Buckinghamshire council is held by the Conservatives.

The Buckinghamshire Council elections are an exciting opportunity for the Liberal Democrats in Buckinghamshire. The role is to act as the Campaign coordinator helping to build and grow the constituency members to enable continued success at the Unitary and Town 2021 elections.

The five Buckinghamshire local parties are pooling resources to create this post, employed by Aylesbury Local Party with a Service level Agreement and 'mutual aid' working practice to ensure smooth working and campaigning with the Lib Dem Buckinghamshire Unitary and Town Councillors.

We are ideally looking for an experienced Liberal Democrat campaigner who will be able to help us provide first class support and resources to help Liberal Democrats campaign and win. Training is available for some aspects of the role.

We welcome applications from all Lib Dems and will consider appropriate adjustments to the role required for the right candidate. The post is paid at a minimum of £18,000 pro rata per annum, dependent on experience.

HOW TO APPLY

Applications should be in writing to Aylesbury Liberal Democrats Vice Chair Tim Dixon, cllr.Tim.Dixon@Gmail.com

Please write explaining why you wish to be considered for the post and address key points from the person specification. Please also enclose a short Curriculum Vitae which should include at least two referees – one of whom should be your current or most recent employer.

We may contact your referees before your interview unless you request us not to. The deadline for applications is 5pm on Saturday 20th August 2020. Applications will be reviewed as they are sent in and we reserve the right to withdraw the advert.

Applicants shortlisted will be asked to attend an interview, which will take place in September.

The applicant must be able to start the role in October (Date to be mutually agreed). If you have queries about the job or the recruitment process, please do not hesitate to Tim Dixon (cllr.Tim.Dixon@gmail.com).

Please note: This post is for 8 months initially running to the end of May 2021.

To support and enable Buckinghamshire Liberal Democrats to fight the 2021 local County elections. The targets for the Buckinghamshire Unitary election are to make gains in the council in our target seats and to improve our overall numbers of councillors and to challenge in non-target seats. Working with the local Buckinghamshire parties (Aylesbury, Beaconsfield, Buckingham, Chesham, and Wycombe).

Remuneration - £18K plus pro rata, per annum depending on experience.

Hours - 16 hours a week with the Aylesbury party and additional hours split between the Beaconsfield, Buckingham, Chesham, and Wycombe local parties. The role requires flexible evening and weekend work, including attendance at local party meetings, training, action events, and conferences. We do not pay overtime, but you will be able to apply for "Time off in lieu".

Holiday is paid as per legal entitlement to be taken with mutual agreement.

The location is to be agreed with the candidate at the interview. The main location of work will be in Aylesbury at the constituency office, Reform House, but home working and other locations may be required depending on the requirements of Beaconsfield, Buckingham, and Wycombe local parties.

RESPONSIBILITIES

The role will be to co-ordinate and implement the campaign plan for the 4 participating local parties. The local parties have significant campaign experience and are developing their plans for the 2021 elections. The role will include, but not be limited to, development of new and existing members, organisation, printing and delivery of publicity material, ensure that systems are in place to deliver the campaign plans effectively, and Maintain good communications and relationships with key stakeholders.

PERSON SPECIFICATION

We are looking for a strong campaigner who can deliver campaign and election success for the Liberal Democrats.

The heart of this role is working closely with local staff and volunteers to support the development of local campaigning in key areas through our seat support programme.

You'll be a confident person, with strong leadership and communication skills and the ability to build strong working relationships.

You'll be a person at ease with the latest online and offline campaign techniques. Ideally you will have been part of multiple successful election campaigns and will have a strong understanding of what it takes to win.

You will be able to demonstrate a record of election, fundraising and capacity-building success, with an instinctive sense of what makes an effective political message.

You will have sound political judgement, an in-depth understanding of voters, and will know what it takes for candidates to cross the winning line.

You will be well organised and able to work without supervision in a challenging environment.

A good temperament that allows you to deal with the unexpected is a must.

You will need strong leadership and communications skills, and must also show a willingness to innovate, experiment, and share best practice.

This role will suit someone who enjoys variety in their work and working with teams with differing needs and levels of development.

Essential Skills and Experience

1. Campaign management experience
2. Strong political messaging and graphic design in the political context
3. Excellent organisational and planning skills
4. The ability to inspire and develop the skills of volunteers and staff
5. Strong verbal and written communication skills

6. A clear understanding of how to engage with members and voters
7. Confidence with data, CRM and digital campaign tools
8. Experience working with volunteers
9. A full driving licence and access to a vehicle
10. Sympathy with the aims and values of the Liberal Democrats Desirable Skills and Experience
11. Experience of management, including remote management
12. Experience of fundraising
13. Experience of using Lighthouse, Lib Dem Connect and Affinity Publisher (or the predecessor package Page Plus)
14. Experience of delivering training, coaching and mentoring