

## **Role**

**Campaigns Officer** (this role relates to issue and policy based campaigns)

## **Description**

To find out if there are any local issues we should be taking up, to liaise with National Office, Regional Party, and the other Dorset local parties, plus any other local organisations and pressure groups, to find out what campaigns are taking place and whether we should be involved, and then to plan, organise, and run local activity, including coordinating volunteer teams, in support of agreed campaigning objectives.

Local party campaigning may relate to an election at a ward or constituency, or throughout the year any specific local issue of importance to the community. Most parties are involved in both of these types of campaigning and it is useful to have one person take on this responsibility, supported by other members. So for example, a Local Party might appoint a Ward Campaign Manager for each target ward overseeing leafleting, action days, awareness of local issues, smaller meetings. Or a Green Belt Campaign Manager to spearhead a greenbelt campaign. Campaigning is the 'bread and butter' of local party activity and is the primary means of achieving desirable change, and engaging with potential new members and volunteers. It brings together many of the activities conducted by local parties such as working with local media, exploiting digital media opportunities, producing leaflets and other printed material, lobbying local organisations and most importantly, working alongside your electorate.

The national party also has a campaigns committee which organises campaigns for all members to get involved in, and the campaigns lead can act as a link with this team. In addition, a local party will almost certainly get asked to become involved in campaigns by local pressure groups, and you will need to be able to respond to these.

To contribute to the formation of the local party strategic plan, and to carry out the role in accordance with the objectives and timeframe captured and agreed by the local party within the strategic plan.

## **Skills and capabilities**

Campaigners need a wide range of skills and capabilities. They need to listen but know when to be assertive, they need to be good planners and organisers and motivators, and they need to be passionate but caring and dedicated to making positive change. Campaigners also need good written and verbal communications skills as they will have to co-produce campaign literature and vocalise concerns to a wide range of audiences. The Campaign Officer will need to liaise and work closely with other officer roles, especially External Comms, Internal Comms, and Events.