

Senior Print and Campaign Resources Officer

Job Description and Person Specification

Context to the role

The party is recruiting for a permanent Senior Print and Campaign Resources Officer as a significant and cross-cutting role in driving the party's electoral success through to, and beyond, the next General Election.

The role provides an opportunity for an election enthusiast to help raise the quality of campaigning through systematisation of campaigning and making it easier for all involved. The postholder leads on the consistent improvement of Green Party campaign literature and ensuring the resources our campaign teams need to build, develop, target and win at local, Senedd, mayor, Assembly and national levels are available when they need them.

The postholder will support the production of resources to scale up the party's capacity to win more constituencies for the next general election.

This role requires an individual who understands the needs and function of first-past-the-post election campaigns, must be self-motivated and adaptable to fast-paced work environments, who approaches their work with confidence and decisiveness, and who thrives on taking initiative in design development.

Salary:	£37,181 to £41,626 [points 18-24 on the GPEW salary scale]
Hours:	35 hours per week
Job type:	Permanent
Location:	Home based with some occasional travel
Line manager:	Target Constituencies Development Manager

Application process:

Please apply via the Applied recruitment platform at
<https://app.beapplied.com/apply/8mpumylw3d>

Please note that the Applied recruitment system is configured to ask a series of questions that will support shortlisting for this role. Each question is based on one or more of the attributes listed in the person specification and your answers will be scored based on how you demonstrate the attribute(s) that are relevant to the specific question being asked.

The job description and person specification can be found at
<https://www.greenparty.org.uk/jobs/>

Principal Roles and Responsibilities

Print Resources and Leadership

1. Build a team of graphic designers to work alongside election strategists to scale up the Green Party's campaign print and digital capabilities
2. Refresh and maintain high quality local election literature templates for use by campaigners around England and Wales.
3. Produce and maintain high quality literature templates for use in target and development constituencies aiming for Senedd Cymru, mayoral and general election success.
4. Compile and maintain a library of high quality example print literature to support campaigns and the Field team with positive examples of good campaigning.
5. Support the Field team to train campaign teams in production of effective campaign literature.
6. Maintain a list of competitive print price options for campaign teams in order to ensure cost-effective printing around the party, and negotiate print discounts where possible.

Campaign Resources and Leadership

7. Manage and maintain the elections and local party support areas of the members website, the one-stop place for local party resources.
8. Take responsibility for co-ordinating updates to the 'How to Win Local Elections' manual and submit print orders when required.
9. Oversee updates of fundraising resources for campaign teams and procure updates to volunteer recruitment and local party development resources when required.
10. With the Target Constituencies Development Manager, develop and maintain campaign planning resources for constituency campaigns
11. Support defence and development constituency teams with door-knocking templates (scripts, survey forms, calling cards, petitions, posters) and internal comms resources (email templates, Action Network page templates, event graphic templates for social media and WhatsApp communications).
12. Work with the Activism Manager to develop capacity building resources for defence and development constituencies. Promote a stronger culture of campaigning from the national party through initiatives such as full capacity drives and helping to share successful capacity building approaches between regions and campaign teams.
13. Create resources to enable more issue-based campaigns in defence and development constituencies as a means of promoting more long campaign door-knocking. Linking defence and development constituency campaigns with the relevant parliamentary, constituency and comms teams to make use of the opportunities the party has with national comms and representatives in parliament to elevate these campaigns.
14. In collaboration with the Field and Development teams, support the dissemination of campaign resources to campaign teams.

Campaign and By-Election Support

15. Create short campaign draft literature, scripts, internal communications and other resources needed for a Parliamentary by-election and oversee delivery of the print work for Parliamentary by-elections
16. Support the print work for local council by-elections from time to time
17. Advise on and support the literature production for Senedd and Assembly elections
18. Participate in and support selected national projects from time to time

Person Specification

In your written application please give evidence or examples to show that you meet all of the criteria below marked *Application*. If you are shortlisted for interview, all criteria marked *Interview* will be assessed. All criteria are considered essential for the role.

If provisionally offered the role, references will be required, including in most circumstances, from your most recent employer.

Attribute		Assessment
Skills required	Production of election literature and campaign resources	Application and Interview
	Project management and delivery of plans	Application and Interview
	Excellent interpersonal and motivational skills	Application and Interview
	Management and co-ordination of volunteers and campaigners	Application and Interview
	Ability to communicate concisely, with precision and with clarity	Application and Interview
	Proficient in graphic design software	Interview
	Meticulous in personal organisation and prioritisation of tasks	Assessment and Interview
	Personal resilience	Interview
Knowledge	The strategy and tactics required to win general and local elections in the first-past-the-post electoral system	Application and Interview
	What makes an election leaflet effective to motivate a change in voter behaviour	Application and Interview
	Sufficient knowledge needed to provide clear briefs for effective election materials and resources	Application and Interview
Personal attitudes	Extremely motivated to see the Green Party succeed electorally as the core part of the party's theory of change	Application and Interview
	Committed to excellence	Application and Interview
Personal circumstances	Eligible to work in the UK	Application
	Not a member of another political party in England or Wales	Application

General points applicable to all Green Party of England and Wales jobs

1. The Green Party strives to be an Equal Opportunities employer and requires its employees to carry out their work in accordance with its policies on equality of opportunity in relation to employees and volunteers, in promotion of the party's policies and access to the Party's services.
2. Green Party staff are required to abide by any policies in place to ensure, for example, health and safety at work, data protection, etc.
3. Green Party staff may be required to attend Green Party Executive (GPEx) and other meetings and conferences, so long as at least two weeks' notice is given and this does not conflict with leave already agreed. These meetings may take place out of office hours, in which case time off in lieu will be awarded.
4. The Green Party has a democratic structure with annual elections. Employees need to be aware that the organisational priorities which determine their work priorities are decisions of the Executive and may be subject to change as an Executive changes.
5. Green Party staff are assigned goals, work plans, guidelines and priorities by their line managers as part of the annual planning and review system, but are expected to show initiative within this framework in managing their workload to meet the overall goals of the party in line with the organisational plan.
6. Green Party staff are required to request authorisation for any major overtime from their line manager before undertaking any such work and to use an online system to manage their leave and TOIL in conjunction with their line manager.
7. Green Party staff may, from time to time, be required to provide written or oral reports to the Executive.
8. Green Party staff should be open to developmental needs which may arise and work with their line manager to address these needs through training or other routes.
9. Green Party staff are expected to identify and make recommendations to their manager on improving the systems within the office.
10. Green Party staff are expected to participate fully in the Party's teamwork ethos, attend staff meetings, share team duties and responsibilities and develop their work in co-operation with other colleagues.
11. Green Party staff are expected to promote and develop the role of volunteer staff within their area of responsibility in liaison with the HR Manager and in accordance with the current policy on the management of volunteers.
12. Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings may therefore have been used, in which case all the usual associated routines and duties are naturally included in the job description. Green Party staff are expected to undertake any other reasonable tasks as requested by the Executive via their Head of Department, CEO or relevant GPEx Co-ordinator.

This job description may be periodically reviewed in consultation with the post holder.