



Recruitment Pack

Regional Campaigns Manager (London)

Spring 2025



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Introduction

from Zack Polanski

Green Party Deputy Leader & London Assembly Member

Thank you for taking the first steps towards joining the Green Party staff team!

This is an exciting time for the Green Party. Voters crying out for change are turning to us. With the far right on the rise and Labour offering nothing but dismal austerity, we are the movement that is bringing hope and fresh thinking to a country that sorely needs real change - and soon.

No doubt you saw the inspirational Green MP Caroline Lucas successfully pass the baton to a new generation of Green MPs in 2024.

That Green breakthrough in Parliament, wasn't the surprise to us it might have been to others less involved with the Green Party. We've been consistently breaking records for years - we now have over 800 Green councillors across England and Wales - up nearly 5-fold in 5 years.

We're in administration in more councils than ever before. Our members of the House of Lords have a prominent impact - and our membership has grown to nearly 60,000.

I'm proud to serve London as one of three Green Assembly Members. Our city has had the benefit of

Greens pushing the Mayor for better - and frequently achieving it - for more than 25 years.

Now, we are looking for an exceptional person to guide London Greens to the next exciting chapter in our history.

The need to continue to increase Green influence at all levels of government has never been greater.

This role will be the person to deliver that, here in London. It is strategically vital that at the next General Election, London elects its first Green MPs. Not only that, but we need to see a wave of Greens elected to all the council chambers across our city in 2026, and to prepare our biggest campaign for London Mayor and Assembly in 2028.

As Greens we're deeply proud of London's diversity. We will be looking to you to lead efforts to ensure we elect Greens who are diverse as the communities we seek to represent.

I can't wait to work with you, as you lead our team to make this happen.

in hope, Zack





Why the Green Party?

Millions of people in our country are feeling insecure and deeply worried about the future.

We live in one of the richest countries on the planet, yet nurses are using food banks, our children's schools are crumbling, a roof over our heads is all too often unaffordable, and hospital and dentist appointments are like gold dust.

Meanwhile, the climate emergency continues to accelerate. Scientists warn that we are on track for global temperatures to rise by at least 2.5°C, beyond levels that humanity can safely survive.

But all this can change. We can create a greener, fairer country together – one in which we are all safer, happier and more fulfilled.

The Labour Government has made it very clear where their priorities lie. They have shown which issues - and sadly, which people - they are willing to sacrifice along the way.

With the far-right on the march and the Tories chasing them into extremism, Britain needs the Green Party now more than ever.



Our Core Values

The Green Party isn't just another political party.
We are guided by these ten core principles.

1

Social and environmental justice

We support a radical transformation of society for the benefit of all, and for the planet as a whole

2

Society's success lies in wellbeing

GDP cannot measure success. Quality of life matters most - human fulfilment and a healthy natural world.

3

Humanity depends on nature

Humankind relies on the diversity of the natural world for our existence - other species are not expendable

4

We must build a sustainable society

The Earth's resources are finite - living beyond those means threatens all of our futures

5

Everybody deserves fairness

Every person, in this and future generations, is entitled to basic material security

6

Considering our impact on others

We must not pursue our wellbeing to the detriment of others - nations, future generations or species

7

An end to discrimination

A healthy society thrives on voluntary cooperation, democracy, and equality, free from all discrimination

8

Grassroots, genuine democracy

We want proper participation and accountability so decisions are taken close to those affected by them

9

Non-violent solutions to conflict

To achieve lasting settlements, we look to non-violent solutions that take everybody affected into account

10

Change involves everyone

Real change takes a combination of winning elections, non-violent direct action and societal changes

The Green Party in figures

4	Members of Parliament
2	Members of the House of Lords
3	Members of the London Assembly
800+	Elected Green Councillors
460%	Increase in Councillors since 2019
170+	Councils with elected Greens
~60k	Green Party Members



Zack Polanski AM

Caroline Russell AM

Zoë Garbett AM

Our London Assembly Members

Meet Team London



Ash Haynes
London Field
Organiser



Recruitment soon
London Field
Organiser



Cllr Danny Keeling
London Co-ordinator

Plus

8k Party
Members

26 Local
Parties

24 Green
Councillors

Overview of the Role

The **Regional Campaigns Manager (London)** is one of the first posts of its kind, as part of the Green Party's ambition to dramatically scale up its presence and impact on the British political scene, bringing real hope and real change.

In 2024, the Green Party achieved historic success with four MPs elected to Parliament and record vote share across the UK. **London was a highlight, with Greens finishing second in one-quarter of constituencies.**

The city already has 3 Members of the London Assembly and 21 councillors, but over the next four years, we aim to win our first London MP seats, expand the Assembly team, and build our presence on a majority of councils across the capital.

The Regional Campaigns Manager will play a pivotal role in making all of this happen. **You will be the Green Party's London lead** and take responsibility for shaping the party's future.

You will lead development and implementation of strategy, build talent amongst volunteers and staff and take ownership of our ambitious fundraising plans that will **unlock the Green Party's massive potential in London.**

You will **lead the planning and preparations for the next General Election** in London, support target and development constituency campaign teams to ensure they are well-resourced and working effectively, and you will oversee the search for a diverse range of brilliant future MPs and make sure they are nurtured to fulfil that potential.

You will prepare the party for the **London Mayor and Assembly elections in 2028** and manage the campaign, to make sure the Green Party continues its rise and elects 4 or more Assembly Members, and makes the Green Party's largest impact yet on the Mayoral election.

You will take **strategic leadership for London's local elections in 2026**, overseeing the work of London's Field Organisers who have been working closely with local parties supporting local teams in target wards, with a view to significantly increasing the number of Green councillors in the city, and begin to win power directly where there are local authority mayoralities.

Across all these types of campaign you will provide hands-on support to the most complex and impactful of election campaigns in the city, and lead and grow the wider London staff team as they provide support to all Green election campaigns.

As part of the Green Party's Field team, **you'll join a dynamic network** dedicated to empowering local parties, growing activist bases, and winning elections to bring about meaningful change.

This is an exceptional opportunity for a skilled, inspiring leader with a track record of running successful large-scale election campaigns.

Key Responsibilities

Regional Party Leadership

- 1** Take responsibility for developing and delivering the **strategic plan for growing the electoral success** of both London Green Party and local Green Parties in the region, building their capability and capacity to win elections at all levels, including:
 - A** Taking responsibility for the development of **General Election campaigns** in the region, including managing the development and growth of campaigns according to the electoral strategy.
 - B** Planning and directly managing the campaign for **London Mayor and Assembly**, aiming to grow the Green Party's presence on the Assembly and achieving success in the election for mayor.
 - C** Coordinating the programme of support provided via London's Field Organisers for **local elections**, aiming to significantly increase the number of elected Green councillors.
- 2** Lead and oversee **ambitious fundraising plans** that will enable well-resourced General Election and London Assembly campaigns.
- 3** Develop and oversee implementation of a plan to build **London Green Party's external comms** capability.
- 4** **Inform the London regional committee** of the progress of local parties' in relation to elections and local party development, through provision of a written report and occasional attendance at regional committee meetings.
- 5** Lead efforts to **improve the diversity** of Green Party candidates within London and support work to continue to diversify the party's membership and governance bodies.



Key Responsibilities

Local Party Support

6 **Oversee the programme of support** provided to local parties by the London Field Organisers to increase their capacity, by:

- Providing direct support to the most strategically significant local parties and campaign teams where appropriate
- Developing relationships with key activists and election campaign leads in local parties, empowering them to achieve their goals
- Providing guidance and advice in volunteer recruitment, capacity and capability building, team building, election campaign planning and election campaign execution in line with the national election campaign toolkit.
- Facilitating sharing of best practice across local Green Parties in the region and nationally

- Coordinating the development and delivery of a regular programme of training and events, including developing a network of volunteer trainers

- Communicating with members and supporters in the region to highlight best practice and engage with the wider membership

- Collecting information and data on campaigns in order to track performance and share learning within and across regions

7 **Collaborate with other Field staff** in contributing to the Field network.

8 **Share success stories, learning and best practice with other Green Parties in the region**, with the Field Organiser network and with the Association of Green Councillors where appropriate.



Key Responsibilities

People management and development

- 9 Provide **leadership to Field Team staff** in London, including recruitment, line management and personal and professional development.
- 10 Collaborate with regional chairs/coordinators and the Field Team managers in **setting objectives** and priorities for each staff member that reflect the strategic objectives of both the national and regional parties.
- 11 Provide leadership in **development and investment in the Field Team as a whole**, and the team's overall focus.

Project and general work

- 12 Undertake specific **project work** that has benefit regionally or nationwide, for example development of a training programme or resources and guidance for local parties.
- 13 Carry out any **other reasonable tasks** commensurate with the role.



Person specification

Skills, abilities & experience

- Managing successful election campaigns
- Ability to formulate and manage delivery of a strategic plan
- Building and maintaining strong relationships with volunteers and volunteer groups
- Managing and coaching others to motivate, upskill and support and develop staff, peers and volunteers
- Ability to lead within a consensus-based decision-making culture
- Developing and implementing training and/or training programmes
- Excellent written and verbal communication skills, including the use of inclusive language
- Ability to manage high-volume workload, prioritising work and using initiative

Knowledge

- Understanding of Community Organising techniques – recruiting, mobilising, motivating, organising and managing volunteers to achieve a common goal
- How to win election campaigns in a first past the post electoral system
- Analysis of data to track campaign progress
- How to fundraise to win elections
- Understanding of print, broadcast and social media

Attitudes & circumstances

- Extremely motivated to see the Green Party succeed electorally as the core part of the party's theory of change
- Creative and open minded with a willingness to innovate in pursuit of the objectives of the role
- Commitment to creating a diverse and inclusive activist base within the Green Party
- Eligible to work in the UK
- Able and willing to work occasional unsocial hours and outside of normal office hours as required
- Not a member of another political party in England or Wales.



Salary and benefits

Salary

£42,417 to £46,603

(Points 25-30 on the GPEW salary scale)

Contract

Full time, permanent contract. Flexible working is very possible - we will be very happy to discuss this with potential candidates and once in the role.

Location

The role is home-based with a requirement for frequent travel around London, and the option to work from our central London office base.

Holidays

The Green Party values work-life balance. Full-time staff receive 38 days of annual leave (including bank & public holidays) to be used outside of major election periods.

Employee assistance programme

24/7 free, confidential support and advice for personal, professional and legal matters, available to staff, their partners & household dependents



How to apply

The Green Party uses the Applied recruitment system. It will ask you a series of questions to 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 attributes relevant to the specific question being asked. To ensure fairness, applications are judged on an applicant-blind basis.

Application deadline

Applications to be submitted by **10:00am on Wednesday 4th June 2025**.

Don't leave it too long - late applications can not be considered.

Interview dates

Online interviews are expected to be held on **Fri 13th June 2025**. Please note this may be subject to change depending on availability of candidates and the interview panel.

Ready to apply?

Please go to this link to begin your application. Good luck!

<https://app.beapplied.com/apply/sznoweuyej>

All welcome

We welcome applicants from all backgrounds and communities, in particular those that are currently under-represented within our staff team. This includes, but is not limited to, people from minority ethnic groups and those who identify as disabled. The Green Party is a Disability Confident employer, meaning we offer interviews to all disabled candidates who meet the essential criteria of the person specification.

Any questions?

Questions and discussions about the role are welcome. Please email andi.mohr@greenparty.org.uk



Promoted by Chris Williams on behalf of The Green Party, both at PO Box 78066, London, SE16 9GQ