

# Regional Campaigns Manager (London)

## Job Description and Person Specification

### Purpose 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 24 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.

They 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.

They will directly manage the campaign for the London Mayor and Assembly elections, provide 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.

<b>Salary:</b>	£42,417 to £46,603 (Points 25-30 on the GPEW salary scale)
<b>Hours:</b>	Full time, 35 hours per week
<b>Job type:</b>	Permanent
<b>Location:</b>	Home based with a requirement to travel frequently around London
<b>Line manager:</b>	Elections Manager (National & Regional)

**Line management responsibilities:** Field Organisers, Campaign Organisers and other campaign staff that may be recruited

**Key relationships:** Local party officers and campaign teams, regional party committee, London Assembly Members, Field team colleagues.

### **Application process:**

Questions and discussions about the role are welcome. Please email [andi.mohr@greenparty.org.uk](mailto:andi.mohr@greenparty.org.uk)

Applications to be submitted by 10am on Wednesday 4<sup>th</sup> June 2025. Interviews are expected to be held on Friday 13<sup>th</sup> June 2025. Please apply via the Applied recruitment platform at <https://app.beapplied.com/apply/sznoweuyei>.

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 below and your answers will be scored based on how you demonstrate the attribute(s) that are relevant to the specific question being asked.

## **Principal Roles and 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 communications capability.
4. Inform the regional committee of local parties' progress 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.

### **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.

### **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

	Attribute	Assessment
<b>Skills/abilities</b>	Managing successful election campaigns	Application & Interview
	Ability to formulate and manage delivery of a strategic plan	Application & Interview
	Building and maintaining strong relationships with volunteers and volunteer groups	Application & Interview
	Managing and coaching others to motivate, upskill and support and develop staff, peers and volunteers	Application & Interview
	Ability to lead within a consensus-based decision-making culture	Application & Interview
	Developing and implementing training and/or training programmes	Interview
	Excellent written and verbal communication skills, including the use of inclusive language	Application & Interview

	Ability to manage high-volume workload, prioritising work and using initiative	Interview
<b>Knowledge</b>	Understanding of Community Organising techniques – recruiting, mobilising, motivating, organising and managing volunteers to achieve a common goal	Application & Interview
	How to win election campaigns in a first past the post electoral system	Application & Interview
	Analysis of data to track campaign progress	Interview
	How to fundraise to win elections	Application & Interview
	Understanding of print, broadcast and social media	Application & Interview
<b>Personal attitudes</b>	Extremely motivated to see the Green Party succeed electorally as the core part of the party’s theory of change	Application & Interview
	Creative and open minded with a willingness to innovate in pursuit of the objectives of the role	Interview
	Commitment to creating a diverse and inclusive activist base within the Green Party	Application & Interview
<b>Personal circumstances</b>	Eligible to work in the UK	Application
	Able and willing to work occasional unsocial hours and outside of normal office hours as required	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 & Office 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.