

Wales Campaign Manager

Senedd Cymru Election

Purpose of the role

The Green Party is recruiting a Campaign Manager to oversee the campaign for the 2021 Senedd Cymru election with the two aims of electing the first Green Member of the Senedd and to help our local parties be well on their way to Council election breakthroughs the following year. With further powers devolved to the Welsh Parliament, there's a real opportunity for Wales to follow a clearer path to social and environmental justice. The fairer electoral system and organisational approach of Wales Green Party together provide our best ever opportunity for electoral progress in 2021 and 2022.

As our Campaign Manager, you will understand what an effective campaign looks like to close the gap to win a Senedd member. You will be a motivational leader who is able to articulate a clear sense of direction and purpose to inspire others to contribute to the Senedd campaign. You will have sound political judgement, a record of effective election campaign management and crucially, be strongly motivated by the challenge and excitement of taking Wales Green Party a very big step forwards.

Salary:	£30,251 to £37,614 depending on experience (Points 18 to 29 on the GPEW salary scale)
Hours:	Up to full time (35 hours per week) but the recruitment panel is very open to alternative working proposals
Job type:	Fixed term contract until 6 th June 2021
Location:	Primarily working from home, although there will be a need for travel
Line manager:	Head of Elections and Field Operations
Line management responsibilities:	Additional support staff, depending on fundraising outcomes
Key relationships:	Wales Green Party Council, Wales Field Organiser, Senedd candidates, Wales Green Party Leaders, Green Party communications and office staff

Application process:

Applications to be submitted by 10am on Monday 23rd November and interviews to be held on Friday 27th November. Please apply via the Applied recruitment platform here <https://app.beapplied.com/apply/emte6jrtrt>

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 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

1. Lead on the refinement and then delivery of the campaign plan that will lead to:
 - i. the election of a Member of the Senedd in 2021 and
 - ii. a motivated and skilled activist base across Wales able to win council seats in 2022
2. Work closely with the Wales Field Organiser to ensure campaign activities link clearly with the campaigns for the local election campaigns to both enhance those campaigns and to motivate activists to take on more target council campaigns across the five regions of Wales.
3. Develop strong relationships with key activists and election campaign teams and empower them to achieve their goals, particularly in the target region. This will require some work in evenings and at weekends.
4. Manage, motivate and build a strong team of volunteer leads on key work streams.
5. Provide visible leadership to Wales Green Party members to enthuse, focus and motivate their work.
6. Effectively monitor and report on progress against strategic plans, risks and identify key campaign opportunities.
7. Working with the campaign team, take responsibility for making sure the key messages and strategy remain effective as the political environment changes.
8. Manage the delivery of the comprehensive fundraising plan to achieve campaign fund targets.

Person Specification

Please give evidence that you meet the attributes below that are marked as “Application” in your Applied application responses. If you are shortlisted for interview, all attributes marked “Interview” will be assessed at that stage.

Attribute		Essential/ Desirable	Application/ Interview
Experience	Strategy development and project management	Essential	Application and Interview
	Experience running major election campaigns	Essential	Application and Interview
	Managing a team of geographically distributed volunteers and/or staff	Essential	Application and Interview
	Fundraising for a non-profit or membership organisation	Essential	Application and Interview

Skills/abilities	Ability to motivate, inspire and persuade others.	Essential	Application and Interview
	Ability to communicate concisely, with precision and with clarity	Essential	Application and Interview
Knowledge	Understanding of print, broadcast and social media	Essential	Application and Interview
	Knowledge of Welsh politics	Desirable	Application and Interview
Personal attitudes	Extremely motivated to see the Green Party succeed electorally in Wales	Essential	Application and Interview
Personal circumstances	Eligible to work in the UK	Essential	Application
	Not a member of another political party in England or Wales	Essential	Application
Equality	Committed fully to the principle of Equal Opportunities for all	Essential	Application and Interview

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 the 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.