

Labour Party Job Description

Job title: Executive Director – Elections and Field Delivery

Responsible to: General Secretary

Location: Flexible

Responsible for: Leadership of Field and elections centric function with operational responsibility for delivering the transformation programme needed to win the 2024 General Election (Organise to Win 2024) in relations to these services and operations.

This includes accountability for membership mobilisation and stakeholder engagement, campaign delivery and overall responsibility for Regional Directors/National General Secretaries

Key Purpose: Provide strategic leadership to plan and deliver election wins at all levels, to drive an organising culture throughout the organisation and deliver operational field work to support the goals of becoming a voter centric and data driven operation .

To play an active role in the Senior Leadership team (SLT) and work with all Executive Directors, elected politicians and the General Secretary to deliver a new organisational strategy and organising culture capable of winning elections across the country.

Specific Responsibilities:

- Provide the strategic national leadership to develop an organising culture in the field that builds capacity at a local level, trains and develops staff and facilitates campaigns to fight and win elections.
- Working closely with the O2W implementation team, ensuring the implementation of the Organise to Win review recommendations, focusing on how data is used and communicated across the organisation to deliver the operational objectives.
- To give strategic direction on local party membership recruitment and retention to create a highly motivated and skilled pool of activists that will deliver the local

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organising which will convince communities of our vision and values and increase Labour votes

- Build a world class campaigning and organising team to deliver modern, innovative and effective election campaigns and victories, culminating in the 2024 General Election.
- Support the data collection and technological support systems and staff at a national level.
- Develop transparent and agreed critical success factors to measure the impact of campaigns, assess the effectiveness of organising and ways of working and implement operational changes based on insight.
- Roll out a renewed programme of learning and education for activists, members, supporters and partners (such as trade unions) which will support the delivery of the political strategy, deliver the 2024 General Election and identify and nurture leaders in our communities. This will also include the delivery of training and the Leadership Academy
- Drive forward with regional teams and head office functions to deliver a range of innovative print and digital products which reinforce national messaging and can be tailored to local issues so activists and members have the tools to fight and win local campaigns
- To direct the elections analytics of the Targeting team, so that senior party decision-makers are provided with high-quality, accurate data to enable sound targeting of resources; ensuring that all insight and polling is commissioned in conjunction with the Head of Strategy and Data Insight to ensure effectiveness and value for money.
- To work closely with the Director of Digital Innovation on membership and campaign communications
- Set up pilot programs to test, try and review different campaigning and organising approaches, tactics and tools including digital innovation – involving and working closely with relevant third parties.
- To ensure a joined up approach to member communications with a focus on ensuring we get members as involved as possible in our campaigns and organising
- To lead and develop the full directorate by coaching and developing a team of professionals, providing expertise and advice as necessary in order to resolve issues effectively and efficiently. Act as a role model to demonstrate breadth of expertise as well as strong leadership skills.

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- Monitor the progress and effectiveness of the entire directorate's output, re-assess governing factors, recognise and act upon consequences in the event of failure.

Through the stakeholder team ensure the following: -

- Manage and direct local government support functions.
- Develop and manage the whole integration and co-ordination of the socialist societies program.
- Strategically manage and develop relationships with Local Government stakeholders to ensure they are aligned to the Organise to Win campaign strategy and that financial contributions are maximised, including the ALC levy
- Work closely with the Senior Leadership Team to set the strategic direction of the Party to deliver on the goals and values set out in the political strategy and set, manage and monitor all budgets for the department within the remit of the role.
- The post holder maybe required to act as secretary to NEC committees or other ad hoc governance bodies as directed by the General Secretary.

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Person Specification

Experience

- Demonstrable experience of running highly successful, innovative and high profile national campaigns including directing and using accurate data analytics
- Proven experience of formulating and managing budgets
- Experience of managing large operational teams, setting and delivering stretching goals and objectives

Knowledge

- A thorough knowledge and understanding of the structure and organisation of the Labour Party
- Knowledge and understanding of how strategic management impacts and influences operational management

Skills/Abilities

- Proven ability to organise and run campaigns that cut across organisational departments and that can be used at a local and national level
- Excellent political judgement
- First class communication and networking skills
- Creative approach to problem solving
- Flexible in style, able to accommodate a variety of different attitudes and adjust their approach accordingly
- Proven track record of success in project management, through the complete project life cycle, preferably in complex situations.
- Action oriented, resilient and with a 'can do' mentality

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- Highly adaptable and comfortable working with a high degree of ambiguity
- Assertive and confident with the ability to remain calm under pressure

Values/ Behaviours

- Commitment to the Labour Party's goals, values, policies, and codes of conduct.
- Commitment to equality, diversity and inclusion.
- Highly collaborative behaviour, able to build strong and productive working relationships internally and externally in a complex stakeholder environment.
- Ability to work consistently to high professional standards including to accuracy, honesty, quality, and evidence.
- Commitment to a positive learning culture of feedback and continuous improvement.
- Creative and open to new ways of working including digital transformation, participatory methods and co-creation of solutions with those most affected