

## **Local Elections Campaign Coordinator: Edinburgh and West Lothian Branch of the Scottish Green Party**

This is an exciting opportunity to work with the Edinburgh and West Lothian Greens campaign team to help us run a successful election campaign for the upcoming local elections in May 2022. We are aiming to elect at least 12 councillors in the City of Edinburgh Council and at least 1 councillor in West Lothian Council - our most ambitious local election campaign plan to date.

The Local Elections Campaign Coordinator is a key post in the election campaign. It requires exceptional organisational and team-working skills and the ability to work under pressure with competing priorities.

The Local Elections Campaign Coordinator will provide overall coordination and organisation for the campaign, working closely with our campaign team of volunteers, our Green candidates, and our local teams and our various volunteer-led working groups. They will also have a role in helping to communicate to our Edinburgh and West Lothian members, with local media and to the wider public.

### **SUMMARY**

<b>JOB TITLE:</b>	Local Elections Campaign Coordinator (Edinburgh & West Lothian Greens)
<b>REPORTING TO:</b>	The post will report to a manager in the Scottish Green Party Office. However, day to day supervision and work planning will be supported by a nominated member of the Edinburgh Branch Committee.
<b>KEY RELATIONSHIPS:</b>	Campaign team volunteers (notably branch co-convenors, campaign officer, local teams development officer, election agent and treasurer); communications working group; target and non-target candidates; local teams.
<b>PURPOSE OF JOB:</b>	To support the delivery of the Edinburgh and West Lothian Branch 2022 local elections campaign
<b>SALARY:</b>	£22,847 - £27,924 per annum (pro rata)
<b>TERMS:</b>	Fixed term contract until 31 May 2022
<b>HOURS:</b>	37 hours per week, with flexible working and need for work in evenings and at weekends (organised through TOIL). Job share applications are welcome.
<b>OTHER TERMS:</b>	25 days annual leave plus 10 public holidays, pro rata
<b>LOCATION OF POST:</b>	The person will need to be based in or near Edinburgh. The position will be remote working, with opportunity to work in the Scottish Green Party Office in Leith, should covid rules allow.

## **JOB DESCRIPTION: ROLES AND RESPONSIBILITIES**

### **1. Campaign coordination and organisation**

Working closely with the branch Campaign Officer, Co-Convenor and Local Teams Development Officer, this position will play an active role in making day-to-day decisions on the implementation of the campaign strategy, and will provide overall organisational support to the campaign. Specifically, this will involve:

- Developing a detailed campaign workplan for both the long and short campaigns and maintaining the campaign diary of key dates and events
- Maintain regular communication and updates to the campaign team, candidates, local teams and wider network of volunteers, including on covid regulations
- Ensuring effective procurement and distribution to local teams of a range of printed and other materials, including posters, newsletters, rosettes etc
- Maintaining a central online system of plans, resources and documents for use by the campaign team and local volunteers
- Monitoring the volunteer emails and finding roles for new volunteers
- Organising a full debrief, lessons learned report and handover notes following the election

### **2. Communications**

Working closely with the volunteer-led communications working group, this position will help with communicating to Edinburgh and West Lothian party members, as well as build the profile of our issues and candidates with the electorate. Specifically, this will involve:

- Drafting and sending regular email and social media communication to branch members
- Helping to draft and edit content for the Edinburgh Greens website, social media accounts, newsletter and printed materials
- Coordinate the process of creating printed materials for the campaign, including collating content, timely liaison with the designer and proof-reading final copy
- Coordinating and scheduling regular posts across our branch social media accounts throughout the campaign, including a mix of photos, graphics and video content
- Ensuring that all photos taken as part of the campaign are added to the photo library, and supporting local teams and candidates to develop graphics and content for use on social media where relevant
- Identifying and bringing on board volunteers or freelancers with specific communication skills, such as videographers, photographers, graphic designers
- Identifying local stories and photo opportunities for candidates and local teams and liaise with MSP and council teams over potential media opportunities

### **3. Candidate and local team support**

Working closely with the Local teams Development Officer, this position will support local teams across Edinburgh and West Lothian to:

- Contact and activate members to participate in the campaign, for example through helping set up phone banking sessions
- Have effective canvassing arrangements in place in target ward areas, and to capture and use the data for follow up activities and campaigning especially during the final week of the campaign
- Produce and deliver targeted letters in their wards

- Regular check-ins to identify any additional areas of support needed, and identifying opportunities to support other ward teams, such as on action days or linking up on particular campaigning issues

This position will also support our team of candidates through:

- Helping coordinate and ensure volunteer support at hustings and events
- Helping find and coordinate volunteers to support with answering emails from the public, including liaising with the national party over standardised responses
- Regular check-ins to identify if any additional support is required

#### **4. Finance and fundraising**

Working closely with the branch treasurer, election agent and fundraising officer, this position will help establish and implement systems to track and manage campaign expenditure, and support branch fundraising. This will likely include:

- Helping set up and update a straightforward expenditure tracking system against the campaign budget and expenditure limits
- Engaging with campaign team members, candidates and local teams to ensure financial procedures are clear and being following
- Helping to set up and promote online crowdfunders, and coordinate pledges from individual donors

#### **5. Other**

The Local Elections Campaign Coordinator may be required to carry out other duties as necessary. Such duties shall not be of an unreasonable nature in relation to the overall job purpose.

### **PERSON SPECIFICATION**

The successful post-holder(s) will have:

#### **Essential**

1. Excellent project management and organisational skills, and experience in meeting strict deadlines and managing competing priorities
2. An ability to maintain positive working relationships with a wide range of stakeholders, and experience of working with and motivating volunteers
3. Good written and oral communication skills
4. Demonstrable experience of and commitment to working within a team, sharing common goals and tasks, and making decisions in collaboration with others.
5. Ability to self-organise effectively and to tackle problems in a systematic way.
6. Proficiency with office technology systems, including e-mail, internet/social media, word-processing and spreadsheets/databases
7. Demonstrable commitment to the aims and values of the Scottish Green Party.

#### **Desirable**

1. Experience of working on election campaigns
2. Experience of using social media for campaigning on local or national social justice or environmental issues
3. Experience of managing budgets and tracking expenditure

4. Good working knowledge and understanding of the Scottish/Lothians political landscape
5. Knowledge of Canva, InDesign or other design programmes

We encourage prospective candidates to think as broadly as possible about their relevant skills and experience. Experience gained through both paid and unpaid work / volunteering will all be considered as evidence for meeting the person specification.

## **HOW TO APPLY**

Please apply by enclosing an up to date curriculum vitae, with a cover letter setting out how you meet different aspects of the person specification and your experience in relation to the job description. Please ensure these are submitted in an editable format, so documents can be anonymised before selection.

Please email your application to: [campaigns.edin@scottishgreens.org.uk](mailto:campaigns.edin@scottishgreens.org.uk)  
by midday on Wednesday 19 January

Please use 'Local Elections Campaign Coordinator' as your subject line.

**Please note our intention to hold interviews during the week of 24th January 2022 (provisionally Friday 28th January).**

Further information on Edinburgh Greens can be found on our website at [www.edinburghgreens.org.uk](http://www.edinburghgreens.org.uk)

Queries should be directed to Fraser on [campaigns.edin@scottishgreens.org.uk](mailto:campaigns.edin@scottishgreens.org.uk)

The Scottish Green Party is an equal opportunities employer and we would welcome applications for this position from disabled and Black, Asian and Minority Ethnic candidates, and others from oppressed or underrepresented groups. If you require any adjustments to be made for your interview, please indicate along with your application.