

# Scottish Green Party Campaigns Manager

## About

The Scottish Greens exist to build a fairer, greener, independent Scotland. We are the electoral wing of the wider Green movement, committed to the transformational change required to tackle the climate crisis and eradicate inequality. As a member party of the Global Greens, we are committed to the core values of ecological wisdom, radical democracy, peace & non-violence and social justice.

Following record results across all recent elections there are now more Scottish Green MSPs and councillors than at any point in our history, but we know that even greater success is required if we are to deliver that transformational change. We are excited to welcome a new permanent Campaigns Manager to our team and to work with the successful postholder to ensure our party is in a position to seize the opportunities and rise to the challenges of the coming electoral cycle.

Patrick Harvie MSP & Lorna Slater MSP

Co-Leaders of the Scottish Green Party

## The Role

The Scottish Greens have seen a string of record election results in recent years and polling consistently indicates that further growth is likely. The way we deliver our campaigns has improved and professionalised significantly over the last decade and the organisation is now in a position to recruit for a permanent Campaigns Manager.

**Role title:** Campaigns Manager

**Responsible to to:** Operations Manager

**Responsible for:** Campaigns Development Officer, Digital Communications Officer. Additional staff are recruited during election campaigns.

**Purpose of the role:** To deliver successful and impactful electoral and issue-based campaigns, grow support for the Scottish Green Party and increase our number of elected representatives at all levels. This shall be carried out in line with the objectives and actions set out in the Scottish Green Party's Strategic Plan with the ultimate aim of building a fairer, greener Scotland.

The postholder will play a key role in achieving the strategic objectives of the Scottish Green Party:

1. Maximise the number of elected Green representatives
2. Increase party membership and increase the proportion of members actively involved in party work
3. Improve the diversity of representation within the Scottish Green Party at every level
4. Increase income and build reserves
5. Continue the professional development of the party as an organisation by improving systems and structure, workplace environment, member and supporter communication and services

The Campaigns Manager will lead preparations for and delivery of future election campaigns. They will also lead our issue-based campaigns and support our branches and representative groups to develop and sustain their own campaign activities.

The post holder will work alongside elected representatives and party office bearers. They will work as part of a wider staff team with line

management responsibility for permanent and temporary campaigns staff.

## **Main Functions:**

### **1. Staff management and support**

- Manage campaigns staff (number of staff will vary over time)
- Work with the Operations Manager to support and guide the wider staff team to deliver campaign-related activities
- Develop effective team-working arrangements

### **2. Strategic planning**

Whilst major strategic decisions are taken by the Scottish Green Party's elected office bearers, the Campaigns Manager will:

- Lead voter research and data analysis projects.
- Develop proposals for the party's ongoing electoral strategy as well as bespoke strategies for individual elections.
- Develop national campaign plans and support the development of local campaign plans aligned to overall party strategy, with particular responsibility for election campaigns.

### **3. Organisational support and delivery**

- Lead the delivery of agreed campaign plans.
- Management of printed material production and key projects such as Party Political Broadcasts and manifestos.
- Grow the campaigning culture in the Scottish Green Party with a focus on:
  - Canvassing.
  - Phone banking.
  - Local campaigning activity.

#### 4. Other

- The Campaigns Manager 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.
- Attend the Elections and Campaigns Committee as required.

### Person Specification

This is a challenging and rewarding post which requires creativity, drive and exceptional organisational skills. It requires the ability to think quickly, to remain calm and responsive under pressure, and to be sensitive to the needs and concerns of many different people internal and external to the Scottish Green Party.

	<b>Essential</b>	<b>Desirable</b>
<b>Education and Qualifications</b>	We do not require a formal qualification for the role.	Relevant education or qualifications relating to the role will be considered in your application.
<b>Knowledge and Experience</b>	<p>Experience of election campaigns, or campaigning in an NGO or political environment.</p> <p>Experience of managing six figure budgets.</p> <p>Experience of managing staff and volunteers.</p> <p>Experience of digital campaigning including list building.</p> <p>Experience of managing</p>	<p>Experience in managing a political campaign.</p> <p>Experience of budget planning in a campaign environment.</p> <p>Experience of canvassing.</p> <p>Experience of working with supervisory boards.</p> <p>Experience of managing quantitative and</p>

	projects with multiple stakeholders.	qualitative market research.
<b>Skills and Abilities</b>	<p>A high level of proficiency with:</p> <ul style="list-style-type: none"> <li>● CRM systems including data segmentation.</li> <li>● Project Management systems.</li> </ul> <p>An excellent communicator with the ability to communicate complex ideas in person and in writing.</p>	<p>Proficiency with:</p> <ul style="list-style-type: none"> <li>● Canvassing systems.</li> <li>● Mass communication systems including email and messaging platforms.</li> </ul> <p>Copywriting skills</p>
<b>Other</b>	A commitment to and understanding of the aims and values of the Scottish Green Party.	Good working knowledge and understanding of Scottish politics

## How to apply

### Equalities

The Scottish Green Party strives to build a more equal Scotland in all that we do, including our internal operations and recruitment practices. We are happy to consider job-share applications and will always strive to make reasonable adjustments for any member of staff who requires them.

### Applying for the role

The deadline for applications is Monday 31st March 2025.

To apply for the role please send your CV, a covering letter detailing how you meet the person specification and an equal opportunities monitoring form to [recruitment@scottishgreens.org.uk](mailto:recruitment@scottishgreens.org.uk).

To [recruitment@scottishgreens.org.uk](mailto:recruitment@scottishgreens.org.uk), with the subject line 'Campaigns Manager'.

If you wish to learn more about this role please contact [pete.morrison@scottishgreens.org.uk](mailto:pete.morrison@scottishgreens.org.uk) to arrange an informal discussion.

The successful candidate will be required to sign a confidentiality agreement.

Further information on the Scottish Green Party can be found at [www.greens.scot](http://www.greens.scot).

## **Terms and Conditions**

**Salary Range:** £35-43k

**Hours:** 30 hours per week, with flexible working

**Annual Leave:** 25 days annual leave plus 10 public holidays.

**Working arrangements:** Party office and home working, with occasional travel across Scotland.

We will process your application in line with our privacy policy <https://greens.scot/privacy>