

Labour Party Job Description

Job title:	Executive Director Field Operations
Responsible to:	Labour Party General Secretary
Responsible for:	Management of staff in field operations, performance/ targeting of groups, data collection and database management (Voter contact system), GOTV planning and support, community organisation, trainee organisers, National Call Centre, Campaign Creator, Print Creator and Computing For Labour
Location:	Based at Head Office London
Key Purpose:	<p>Provide strategic leadership to national and local campaigning structures and initiatives</p> <p>To work with other Executive Directors, elected politicians and the General Secretary to deliver a field structure capable of winning elections at every level, across the country.</p> <p>To achieve a national field structure that devolves responsibility and decision making and empowers local activists to take responsibility for their own campaigning</p>

Specific Responsibilities:

Provide the strategic national leadership to develop a networked field structure that builds capacity at a local level, trains and develops organisers and facilitates campaigns to fight and win elections.

Create a single coherent and effective field operations directorate that works effectively and efficiently on all campaigns with the Communications and Membership and Supporters directorates.

Lead the data collection and technological support systems and staff at a national level.

Continually assess the effectiveness of campaigning structures, activities, staff and resource allocation.

Continually develop Labour Party training programmes for organisers, activists, members and supporters to develop their campaigning techniques, methods and technology skill sets.

Ensure the effective delivery of online print templates, working with regional offices and other Party units to ensure they are innovative and fit for purpose.

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Make ongoing assessments of the varying effectiveness of local campaigns across Great Britain identifying lessons and techniques that can be used by the wider Party.

Continually look beyond the party for new techniques and approaches to campaigning that could deliver campaign success for Labour.

Set up pilot programs in key seats to test, try and review different campaigning approaches, tactics and tools – involving and working closely with relevant third parties.

Enable and support the development of a culture of community campaigning across the Labour Party.

To lead and develop the Field Operations team by:

- Coaching and developing a team of professionals, providing expertise and advice as necessary in order to resolve issues effectively and efficiently
- Acting as a role model and demonstrate breadth of expertise as well as strong leadership skills
- Ensuring deadlines are met and if necessary oversee the re-distribution of workload
- Ensuring relevant training and development of individuals and teams are in place and set personal objectives for staff based on the overall departmental strategy

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.

Set, manage and monitor all budgets for directorate within the remit of the role.

Set key performance indicators for team members and monitor performance.

Be a proactive member of the Executive Board and to carry out any other tasks as directed by the General Secretary.

The post holder maybe required to act as secretary to NEC committees or other ad hoc bodies as directed by the General Secretary.

As part of the new executive management board you will work flexibly with the Party, Leaders Office and Shadow Cabinet to develop and implement the Party's strategic plans.

Band: 54

Labour Party Person Specification

Executive Director, Field Operations

Essential

- Proven experience at a similar level
- Demonstrable experience of running highly successful, innovative and high profile national campaigns
- A thorough knowledge and understanding of the structure and organisation of the Labour Party
- 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
- Knowledge and understanding of how strategic management impacts and influences operational management
- Proven experience of formulating and managing budgets
- Significant people management experience
- Excellent personal presence and impact
- First class communication and networking skills
- Creative approach to problem solving
- Track record in delivering tangible outcomes on time and to budget
- 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
- Highly adaptable and comfortable working with a high degree of ambiguity
- Assertive and confident with the ability to remain calm under pressure

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- Proven track record of working with conflicting responsibilities