

Labour Party Job Description

Job title:	Executive Director, Membership and Supporters
Responsible to:	Labour Party General Secretary
Responsible for:	Management of all staff in membership, stakeholder management and engagement
Location:	Based at Head Office London or Newcastle
Key Purpose:	Strategically manage and develop the delivery of professional membership services at both the national and constituency level Manage stakeholder teams to develop strategic engagement across the party

Specific Responsibilities:

Develop a recruitment strategy to deliver increases in the number of members, supporters, volunteers and activists.

Devise innovative and successful initiatives that keep members and supporters engaged.

Ensure that the needs of members, supporters, volunteers and activists are at the heart of Party culture as well as incentives, objectives and structures.

Develop and harness innovative approaches to members relations and engagement.

Ensure high levels of membership retention by devising and implementing effective strategic retention programs.

Implement initiatives that continuously improve the experience of membership and ensure that volunteering is a clear focus across the Party.

Build and manage strong relationships with the affiliated and non-affiliated organisations on relevant issues and campaigns.

Manage and direct local government support functions.

Strategically manage and develop all equality strands.

Manage and oversee Youth Officer and Labour Students.

Develop and manage the whole integration and co-ordination of the socialist societies program.

The Labour Party

In conjunction with field operations training and development team develop online and face to face training programs for members and supporters.

To lead and develop the Membership and Supporters 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 teams output, re-assess governing factors, recognise and act upon consequences in the event of failure.

Set, manage and monitor all budgets for the 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, Membership and Supporters

Essential

- Proven experience at a similar level
- A thorough knowledge and understanding of the structure and organisation of the Labour Party
- Proven experience of developing and implementing membership recruitment and retention strategies
- Substantive experience of working with volunteers and supporters across a medium to large organisation
- 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.
- Highly adaptable, quick thinking, action oriented, resilient and with a 'can do' mentality
- Assertive and confident with the ability to remain calm under pressure

The Labour Party

- Proven track record of working with conflicting responsibilities