

## Green Party Campaign Director Job Description

**Location:** Wellington with regular travel to key electoral hot spots

**Reports to:** Green Party General Manager

**Hours:**

The role is offered as full time. Some out of hours work will be required e.g. evening teleconference calls, occasional weekend meetings.

**Term:** Fixed term – to finish 8 weeks after the next New Zealand general election.

**Salary:** Indicative range \$79,000 - \$97,000

**Purpose of position:**

The purpose of the Campaign Director is to ensure every available vote is secured for the Green Party at the 2020 general election.

The successful applicant will use their skills as an experienced leader and organiser to implement a nationwide party vote strategy. This will be done in collaboration with the Green Party Campaign Management Committee and the party leadership.

The successful candidate will be someone who is keen to work in a pressured political environment, providing organisational leadership for a diverse range of groups and individuals to ensure the best possible electoral result for the Green Party in 2020. Planning and delivering multiple overlapping projects, managing the campaign budget, supervising and supporting volunteers, and maintaining strategic direction in pressured situations are key aspects of this role.

**Key responsibilities / accountabilities:**

The Campaign Director is responsible for managing the overall campaign direction within the boundaries of the Campaign Strategy, making sure that campaign expenditure is effective and that campaign staff and volunteers are supported and focused.

In doing this work the Campaign Director works in collaboration with the Green Party Campaign Committee and national officeholders (volunteers) and also with the Green Party Caucus (MPs).

## **Deliverables**

The major tasks of the Campaign Director are:

### **Campaign Direction and Management**

1. Implement and manage the Campaign Strategy, including revisions and changes as agreed with the Campaign Committee from time to time.
2. Innovate and drive initiatives in order to maximise the success of the Campaign Strategy, including but not limited to: research, fundraising, volunteer engagement, digital communications, advertising, public relations, promotions, ground-campaigns.
3. Ensure good financial planning and financial management of campaign budgets.
4. Maintain campaign cohesion at the national level of the Party.
5. Develop and maintain strong relationships that enhance delivery of the strategy, especially with members of the Green Party caucus (MPs) and national officeholders such as the Treasurer and General Secretary (volunteers).
6. Supervise campaign staff (including voluntary roles) on a day to day basis
7. Delivery of a post campaign report summarising the work done and the main findings, with high level strategy points for the 2023 election
8. Provide leadership and support to the local government committee for the local body 2019 campaign. Pilot digital and campaign strategies where possible to assess their viability for the 2020 election.

### **Campaign Coordination**

9. Develop and manage working relationships with local and regional volunteer campaign managers and election candidates.
10. Ensure good communications between the national campaign and local and regional campaign managers and candidates.
11. Ensure service to local and regional campaigns in line with the Campaign Strategy.

### **Leadership**

12. Model and promote the Green Party vision, purpose and personality.
13. Provide leadership, support, and direction and to campaign staff and volunteers, and provide regular feedback on performance as required.
14. Determine and set priorities for campaign staff and volunteer work objectives.
15. Induct campaign staff effectively.

## **Key relationships**

The Campaign Director reports directly to the Green Party General Manager, and works with the staff of the Green Party National Office to ensure the smooth running of the campaign and other Party operations.

The Campaign Director is accountable to the Green Party Campaign Committee for delivery of the strategy, with direct input from the party leadership.

The Campaign Director will attend Campaign Committee meetings on behalf of the General Manager as required and from time-to-time work with the appointed officers of the Green Party Executive such as the General Secretary (on legal matters) and Treasurer (on financial matters).

Relationships with the Green Party Leadership Group, and with caucus members, are vital to the success of this role. The Campaign Director is a major contributor to positive working relationships and coordination between the campaign and the Party Co-Leaders and MPs.

### **Performance Criteria**

The Campaign Director is performing well when:

- The specific tasks and performance indicators within the agreed work plan are met (as negotiated with the delegated representatives of the Campaign Management Committee).
- Campaign management practices lead to priority outcomes from the Campaign Strategy and any other relevant planning documents.
- Campaign staff and volunteers enjoy job satisfaction and positive working environments.

### **Person Specification:**

#### **Experienced, innovative campaigner**

The Campaign Director will have previous experience of national campaigns, preferably with political or NGO campaigns in New Zealand. They will have experience in organising people and resources to meet specific objectives, under time pressure, establishing strong campaign narratives and using creative and innovative tactics to get the message across in a cost effective way.

#### **Political awareness**

The Campaign Director will be working in a high risk / high trust environment and must exercise political acumen in order to uphold the good name and political reputation of the party.

#### **Strategic-thinking ability**

Due to the variety of work and pace of change, the Campaign Director must be able to maintain strategic direction whilst overseeing numerous projects.

#### **Project leadership skills**

The Campaign Director will need to be a self-starter with superb organisational, communication and teamwork skills. They will be good at building consensus in order to unite teams behind a project. The successful applicant will be goal focussed to ensure that projects are implemented on time and within budget.

#### **Resilience / Composure**

The Campaign Director must demonstrate resilience to high pressure situations and be able to perform at a high level of quality in demanding situations.

**Experience working with volunteers**

The role requires a sophisticated approach to relationship management with volunteer Party officeholders and members.

**Information technology**

The Campaign Director will be overseeing a campaign that emphasises new technologies, social media, and data-driven campaigning. Understanding and experience with these technologies is required. Good working knowledge social media email and MSWord, Excel and PowerPoint or Open Source equivalents is also required.

**Confidentiality**

The Campaign Director must maintain appropriate confidentiality in all aspects of their duties. All Party staff and contractors are required to sign a confidentiality agreement.

**Signed:** \_\_\_\_\_

**Date:** \_\_/\_\_/\_\_

**The Organisation:**

The Green Party of Aotearoa New Zealand ([www.greens.org.nz](http://www.greens.org.nz)) is a principles-based political party. These principles are expressed in its founding Charter, which includes commitment to Te Tiriti o Waitangi. The Party's operations are largely voluntary and supported by a small number of highly committed paid staff. The Green Party is committed to equal employment opportunities.