

# Be an effective Vice Chair (Campaigns)

**Across the country the aim for every Labour CLP should be to campaign for change in our local communities and campaign to get our candidates elected.**

The Vice Chair of Campaigns is an important role within a local Labour Party in achieving this aim; it requires someone who is committed, reliable, strategic and able to carry the respect of everyone working in the CLP. **The type of person who would be interested in this role:**

- Organised and able to prioritise workload.
- Use initiative but also be a team player.
- Good interpersonal skills.
- Understanding of current political issues.
- Understanding of Labour Party campaign technology and targeting - and be willing to keep up to date with new developments through training.

There are many parts to this role and it is not necessary that the individual who holds this position has to do everything themselves, however this role demands that the person is aware of the many strands that form a successful campaign and can therefore build a team in order to achieve these goals.

This person is the organiser and manager of all the component strands associated with your campaign. S/he will have to organise some parts of the campaigning directly, but will also have to have a strategic oversight of the other elements being delivered by other members of the team.

It is vital that the person who has this role works across the local party with all role holders such as the Chair, Secretary, Treasurer and Agent, in order to ensure that campaigns are effective, co-ordinated, affordable, legal and strategic. This individual should also be willing to embrace community organising techniques so that we increase our capacity to campaign in the communities that we seek to represent. **It is worth looking at just a few of the strands that are needed during a campaign:**

- Motivated volunteers
- Leaflets and Print - writing and design
- Ward Election Organisers and Leaflet Delivery Organisers
- Doorstep Canvassing Co-ordinator
- Direct Mail Co-ordinator
- Telephone Bank Co-ordinator
- Data Entry Team
- Voter Registration and Postal Vote Requests

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**Successful campaigns are not just executed within the last few weeks before polling day; they are the culmination of a long term plan with short, medium and long term milestones.**

This role is varied and exciting, and you can make a real difference to your local party through this position. You can choose how to focus your role and what to make your priority depending on what sort of activities that local members want to see and the constituency plan.

Skills of persuasion are therefore highly desirable in this role. When elements of the campaign are failing, behind schedule or in need of extra support, the Vice Chair of campaigns will have to find ways to motivate volunteers, correct the strategy or find some other way to fix the problems.

## **What is expected of the Vice Chair of Campaigns?**

- Put together a campaign plan that should focus on the next set of elections but also look towards the one after as well.
- Be outward looking and embrace community organising techniques in order to build campaigns that reflect our communities and increase our capacity to campaign.
- Show leadership but be willing to delegate and create a team.
- Able to motivate volunteers and develop the capacity/organisational ability on the ground, incorporating new campaign techniques using Contact Creator and Campaign Creator.
- Identify talent in others, encourage and support those who want to get involved. Identify training opportunities and requirements.
- Be willing to take difficult decisions if the overall strategy demands it.
- Work closely with the candidates, elected representatives, Party Officers, neighbouring CLPs and existing structures to ensure that an effective, co-ordinated campaign is delivered in the area.
- Build upon existing relationships across the Labour movement including Trade Unions and affiliates.

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**For further advice and training :**

The Labour Party has a huge range of training and best practice examples available. You can also speak to your Regional Office and ask them for advice. If you would like to know more about being a Vice Chair (Campaigns), community organising, reaching out to new members or campaign planning go to [www.members.labour.org.uk/training-academy](http://www.members.labour.org.uk/training-academy)