

JOB DESCRIPTION

JOB TITLE:	Media, Research & Political Officer
ACCOUNTABLE TO:	Regional Secretary or Senior Organiser
GRADE:	8
PLACE OF WORK	Regional Office
HOURS OF WORK:	Unspecified

Principal Duties and Responsibilities

The Composition, design, and production of the regional briefing for activists

‘The campaigner’ to specific standards of quality and timing, including: -

- Individual responsibility for sourcing and editing written and graphic content.
- Writing of relevant articles.
- Organising of layout.
- Liaising with Officers and activists to produce briefing material.
- Proof-reading of briefing document prior to distribution.
- Responsibility for identifying advertising opportunities to generate commercial revenue for the region.

Maintain and manage regional website.

- Full responsibility and authority for site content, including the determination of layout
- Liaising with internal staff regarding stories and articles.
- Editing pages as required.
- Uploading photographs/images, changing resolution as required.
- Producing and uploading videos using YouTube and other formats.
- Uploading and inserting documents and word/pdf files.
- Liaising with external contractors for technical support.
- Dealing with emails and correspondence received through the website, including the provision of advice to members on benefits/services and basic employment rights matters.

- Advising and assisting branches in setting-up websites.
- Advising and assisting workplace representatives in creating GMB specific web pages on intranet sites.
- Monitor online usage and access and produce relevant reports for the Regional Senior Management Team.

Develop and promote a positive image for the GMB regionally in the media, including: -

- Establishing effective working relationships with journalists and other contacts across the broadcast, digital and print press.
- Managing and maintaining the regional media contacts database.
- Dealing with press enquiries from the media, responding within the post holder's own scope of knowledge and experience and referring to Officers where necessary.
- Organising press interviews to support industrial campaigns.
- Liaising with National unit communication department to ensure maximum coverage of industrial campaigns. Ensuring adoption of national press releases at regional level.
- Production artwork for advertisements in newspapers.
- Working cooperatively with Officers to ensure maximum coverage of industrial campaigns. Ensuring effective, timely and accurate delivery of press work in support of campaign initiatives.
- Preparing and writing press releases, media briefings and other relevant materials.
- Supporting and preparing members and activists for media interviews.
- Assisting with the analysis and evaluation of press activities to measure campaign impact.

Manage and operate the region's digital communications function, including: -

- Updating daily region's Facebook and Twitter accounts to maximise member and non-member reach, engagement and participation.
- Ensuring effective use of social media to mobilise member involvement.
- Using social media outlets for organising, campaigning purposes.
- Communicating with members and activists by email and text message on a range of industrial and political matters
- Creating online surveys within the region using Microsoft Forms

Production of Internal Materials, including: -

- Designing artwork for leaflets/flyers/briefings for Officers to use in Organising and Campaigning work
- Producing artwork to assist branch and workplace representatives in communicating more effectively to members by way of newsletters, emails, Microsoft forms and SMS formats.
- The holding of a delegated budget up to a value of £25,000 per annum for the purpose of expenditure outlay on materials and promotional merchandise.
- Provision of a research facility for Regional Officers
- Liaising with external agencies to book advertising space in relevant publications to promote GMB campaigns and events.
- Facilitating the translation of GMB publications into other languages by liaising with and procuring appropriate providers.
- Researching of company structures, product/service portfolios and financial performance to assist with campaigning, organising and industrial strategy-setting.

Ballots

- Responsibility for the administration and facilitation of all industrial action ballots conducted within the region, to include liaising with the appropriate Officer/Senior Organiser / Senior Manager to plan the ballot process.
- Liaising with the appropriate Independent to determine the ballot timescale, produce the ballot paper and receive the result and report.
- Communicating with employers to provide notification of the intention to ballot, a copy of the ballot paper, the ballot result and any intention to take industrial action.
- Ensuring, with the support of the Senior Organiser/Senior Manager, that all statutory obligations relating to the balloting process are fully complied with, including to the GMB Industrial Action Guidelines document.

Other

- The post holder will be required to work to an unspecified hours arrangement to respond to press queries and to assist branches with their media work.
- The post holder will be required to travel to other locations on a regular basis.
- The post holder may also be required to attend GMB congress, Labour party and TUC events to respond to and generate press enquiries.

ADDITIONAL RESPONSIBILITIES

- To organise & implement the political strategy of the GMB
- To ensure the region keep all appropriate and adequate records on activity and affiliations
- To work with other colleagues to encourage GMB members to join the Labour party and become active within their CLP
- To build and maintain effective relationships with other trade unions via TULO
- To organise and maintain a data base of Constituency Labour Parties and GMB membership within Constituency Labour Parties within the region.
- Build and maintain a register and contact programme for GMB members who are members of elected bodies i.e., Councillors.
- To work with GMB elected representatives promoting our shared values and aspirations.
- Develop plans for building Labour Party membership amongst GMB members within the region.
- Work with the National Political Team to ensure political education, and political opportunities are available for GMB members, activists and employees.
- To work with National Political team to ensure effective political support for all industrial campaigns of the GMB within the region.
- To identify potential attendees for the GMB Candidates Programme, designed to equip GMB members to obtain election into public offices such as MP, MS, Local Councillors, and other bodies as Labour representatives.
- To manage the Regional Political Budget, currently £40,000, and to be responsible for the tendering and awarding of contracts subject to the authority of the Regional Secretary.
- To ensure that the Region meets its Legal obligations to submit financial reports annually regarding political spend within the region, e.g., submitting accounts following elections.
- To be fully involved in the decision-making bodies of the Labour Party, I.E. The Executive Committee, The Labour Policy Forum etc.
- To have regular interface with Government Ministers within devolved government, to ensure we influence policy development and adoption of GMB policies. This will need a thorough understanding of the structure and impact of the Devolved Government.

- To have an active involvement of the work of the Policy Forum to ensure that GMB policies are reflected in the Labour Parties Election manifesto.
- To organise political activity, and to put in place a mechanism to elect members within the region to a Regional Political Committee, to hold regular meetings throughout the year, one of which will be an annual Political event.
- To encourage branches to affiliate to the local Trades Council and to provide delegates