

Assistant General Secretary – Organisation & Membership

Purpose of role

To develop and lead the Party's recruitment and member engagement strategy, ensuring the Party has a growing and active membership that is contributing to the achievement of our Strategic Objectives.

And to:-

- Work with the General Secretary as part of the Senior management team to lead and manage the organisation and ensure the effective delivery of the strategic objectives.
- Develop and maintain best-practice operational systems and cultural norms for the Co-operative Party nationally and locally including for HR, membership and member activity, finance and IT.
- Help develop and lead the strategic planning process and organisational development of the Party.
- Lead and manage the Organisation and Membership Team.
- Together with the Assistant General Secretary – Representation & Political Affairs, overall management of the Party in the absence of the General Secretary.

Key accountabilities

Organisation & Governance

- Maintain, and ensure compliance with, the Party's Rules.
- Oversee the disputes and disciplinary processes and committees of the Party.
- Develop, manage, and oversee good practice core operational systems and infrastructure, including HR and IT.
- Oversee the management of third-party relationships with outsourced operational functions, including accounting, audit, payroll and technological support, and ensure the service provided is best practice and good value for money.
- Oversee the secure storage and appropriate maintenance of Party data, ensuring that proper controls are in place to meet data protection requirements and that appropriate knowledge management systems are in place.
- Lead on risk management for the Party, advising and reporting to the Audit sub-committee and the NEC.
- Ensure that the Party's data protection policies are compliant and complied with, and manage subject access requests.

Recruitment and Membership

- Lead a clear and ambitious recruitment and retention strategy for the Party that increases the Party membership year on year and improves membership diversity.
- Develop and manage the range of experiences, opportunities and journeys that convince supporters to become members.



- Proactively monitor the use and continued development of the national membership database – working with staff and branch/party officers to improve the quantity and quality of our data and processes.
- Manage the administration of the membership processes.
- Analyse and report on membership data including recruitment, retention and diversity.

Local Activity and Engagement

- Lead good volunteer management practices through Party Support & Membership team to deliver appropriate support, guidance and training to local Party officers and activists.
- Support the Party Support & Principle Six Officer to increase engagement between Party members and the co-operative movement, helping members and the Party play a more central role in the movement.
- Line manage the Party's Development Officers to ensure they have a clear work programme that contributes to the achievement of the Party's strategic objectives and the aims of their Local Parties.

HR

- Line manage the organisation and membership team.
- Maintain performance management processes for all central Party staff members.
- Maintain up-to-date job descriptions and ensure transparent, fair people management processes.
- Oversee and, where appropriate, develop and deliver training needs for staff, members and party officers.

Finance

- Maintain a good practice financial management system covering both the central and local parties.
- Oversee Party Council Grant allocation and the Activity Funds
- Oversee and support a strategy to maintain and increase income from members and supporters.

Performance measures

- Robust core/central party operational systems are in place (membership, finance, HR, training etc).
- The number of individual Party members is growing year on year, meeting agreed targets.
- The Party's budget is managed well and is being delivered in line with annual plans and party activities.
- Local party, volunteering and membership infrastructure has been developed and is evolving to fit the needs of a growing and changing party.
- Guidance and training for officers and activists is in place.
- The rules of the Party are clear to all employees and officers. Disputes and disciplinary incidents are managed appropriately.
- The Party is analysing and managing risk effectively.
- The Co-operative Party's membership database is continuously maintained and developed where necessary. Data is stored in a secure way that is compliant with the Party's legal obligations.
- The membership offer is continuously developed and updated.



- A growing number of members are engaged in Party activity.
- Income from individual members and supporters continues to grow, in accordance with agreed targets.

Key relationships

- Other members of the Senior Management Team.
- The Party's external Auditors.
- Local Party officers.
- Operations and governance counterparts in Co-operative Societies that support the Party.
- Relevant post-holders within regulatory bodies including the Electoral Commission and the FCA.

Key experience, knowledge & skills

- Experience of designing and implementing strategies to grow, retain and mobilise members in a campaigning organisation.
- Experience in working with contact management systems such as CiviCRM (experience of managing the development of CRMs and external support is desirable).
- Ability to interpret data and report on trends in our membership to the NEC and colleagues.
- Experience of setting up and maintaining operational systems and codes of conduct for organisations of a similar size.
- The ability and judgement to be able to support the good governance of the Party at all levels.
- Experience of managing teams, budgets, and special events/training.
- Excellent verbal and written communication skills.
- Experience of the Direct Debit scheme (desirable).
- Experience of engaging with third party suppliers to ensure effective day to day operational systems management.
- Interest in developing best practice volunteer/member management systems for a political party.
- Shares co-operative values and principles
- Commitment to equal opportunities.

Location: London or home-based with some travel.

Hours: 35 hours per week, with some evenings and weekends.

Salary: Scale 17 (starting salary £47,475 inner London, £43,387 outside)

Revised: April 2021