



Job Specification

For: Campaign Manager - GE 24

Ref: VR/01227

Job Description

NEWBURY GENERAL ELECTION 2024 CAMPAIGN MANAGER

Laura Farris, MP for Newbury, is seeking re-election in 2024 and is looking for a Campaign Manager to ensure that she is successful. This is an urgent requirement with the right candidate needed as soon as possible.

This is a role, running through to the next General Election, that requires skills across print and digital communication as well as an ability to galvanise a largely volunteer team to go the extra mile. That will require a combination of energy and persuasion as well as tact and diplomacy. Excellent verbal communication, data analysis skills, strong interpersonal and teamwork skills, an ability to organise and an attention to detail will all be important attributes as will flexibility.

This is a very varied and high-profile role which will bring different needs and challenges every day and above all should be fun and exhilarating for someone who is determined to make sure that we succeed in our mission to win the Newbury seat at the next election.

Job specification:

1. Building a relationship with the MP, officers, councillors, volunteers, and the Constituency Manager who will be a key partner and who has deep knowledge of the constituency
2. Data gathering and analytics including use of Vote Source and Mosaic data
3. Constructing an overall election plan including online, print, and canvassing sections as detailed below
4. Managing the WBCA website and our digital, social media offering
5. Devising a plan for online outreach to “target” voters
6. Creating print content and managing use of it
7. Devising a targeted canvassing plan based on both data analytics and on the ground intel
8. Utilising all resources and contact points to organise canvassing and on the ground voter engagement
9. Ensuring adherence with the requirements for transparent digital campaigning as per Electoral Commission guidelines
10. Ensuring “Polling Day” activities run smoothly including a “Get Out The Vote” plan.

Job Specification provided by:

Sappers Network
RHQ RE, Ravelin Building
Brompton Barracks
Chatham, ME4 4UG
Tele: +44-(0)7496 083483



Personal Specifications:

1. Essential:
 - a. Self-starter.
 - b. Can-do attitude with a “roll my selves up” approach.
 - c. Team player.
 - d. Networker extraordinaire.
 - e. Approachable and sociable; relationship builder.
 - f. Energetic and persuasive.
2. Desirable:
 - a. Newbury or West Berkshire resident.
 - b. Understanding of local political issues and context.
 - c. Interest in politics (and the Conservative Party).

Service leavers, reservists or veterans are actively encouraged to apply.

Salary is dependent on experience but likely to be between £35,000 and £40,000 per annum (pro-rata dependent on the date of the next General Election).

Campaign Headquarters is Newbury, West Berkshire.

Reporting to Laura Farris, MP, and Paul Hearn, Chairman of West Berkshire Conservative Association.

Compiled by : **Fiona Louch**
Compiled on : **08/23/23**

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