

Local party officers – job descriptions

ROLES OF LOCAL PARTY OFFICERS

Party Chair

Taking on the role of local party chair can be a lot of responsibility, but we have plenty of resources to make it easier for you and for you to get the support you need.

Chair responsibilities

A responsibility of the Chair is to chair local party executive meetings. The primary purpose is to discuss party business and ensure the local party is ready for the month ahead.

GDPR

The chair is responsible for local party data protection, which includes taking responsibility for any data breaches. The most important email you need is data.protection@libdems.org.uk so anything you aren't sure about, just ask!

Social media

There are Facebook groups where you can reach out to other local party chairs and officers, so you can get and give support to your fellow officers.

Liberal Democrat local party officers – this is a forum where all local party officers can get feedback and support from each other. The group includes new and veteran LPOs, as well as Membership Team staff, so almost any question can be answered.

Lib Dem Campaigners – This is a group where LPOs and campaigners share resources, best practises and swap ideas. For any campaign, this group is a goldmine of artwork, knowledge and advice.

Lib Dem Digital Campaigning Forum – This is to help all party members with digital campaigning. This includes everything from online ads to Facebook posts.

Membership management

The Chair, along with all members of the executive take on responsibility for managing the membership. Local parties monitor their membership through a platform called Lighthouse. This allows you to make edits to members' information as well as keep an eye on who is joining and leaving the local party. You will need to talk to your local superuser to get set up on the system. If you want to be the superuser you will need to tell HQ by emailing membership@libdems.org.uk

Treasurer

The Treasurer is a vital role, as treasurer you will need to prepare budgets and financial targets for discussion by others and advising on the implications of spending decisions. The treasurer is also responsible for the practical side of managing the local party's finances, such as paying in bills. We have plenty of resources to support you with the task.

Keeping you legal

It is important to be compliant with financial and election laws as treasurer. During a normal year, you will have to submit annual financial reports; during an election you will have to work with the Agent to agree campaign budgets.

Political Party Election and Referendum Act PPERA – This governs local party donations and needs to be submitted every month. This sets out what you need to report and how.

End of year accounts – To make this simple, we have created step by step videos and templates for you to complete.

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Membership management

The Treasurer uses Lighthouse to submit the PPERA reports. Lighthouse has been uniquely built just for our party.

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Data officer

The data officer is a key role, with responsibility for ensuring the local party is GDPR compliant. But don't worry, we have lots of resources you can use to help you!

Keeping you legal.

Members data protection code : This simply explains the responsibilities of the data officer and how to make sure you're GDPR compliant. This covers everything from data collection to data subject rights.

Training

We have plenty of training available for all the different sites a data officer will need to be able to use. They are all available on libdem learning.

Connect training – This is training to help you learn how to use connect, including making lists for MiniVan and use of My Campaign. Also, lots of training to keep you GDPR compliant.

Facebook groups

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Connect users – As data officer you will work with connect, the Lib Dems' access to the electoral roll and voting preference data. This Facebook group will help you navigate Connect and is full of people who have lots of experience and can answer almost any questions you have!

Membership management

The Data Officer, along with all members of the executive take on responsibility for managing the membership. Local parties monitor their membership through a platform called Lighthouse. This allows you to make edits to members' information as well as keep an eye on who is joining and leaving the local party. You will need to talk to your local superuser to get set up on the system. If you want to be the superuser you will need to tell HQ by emailing membership@libdems.org.uk#

Ordinary Members

Each local party has people elected to their Executive Committee as Ordinary Members, who do not hold specific roles. These are people who help by having a say in how the local party is run, and by taking on ad hoc roles and helping with special projects.

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Diversity officer

This is a very fun role as you get to learn about your local community and the many different groups that give it its diversity. This role can also be a great help to your local party's fundraising and campaigning activities, as well as working alongside your party's Membership Officer when it comes to organising events.

Party Wide diversity

The Liberal Democrats are proud of their belief in openness and inclusivity. You can find out about the opportunities we have for underrepresented groups [here](#) . And how you can help people of diverse backgrounds in your local party get more involved.

Racial equality

Reaching out to ethnic minorities is a key role of the diversity officer, we have plenty of advice and resources to engage all groups.

Lord Alderdice's report on Race, Ethnic Minorities and the Culture of the Liberal Democrats , highlights how important engaging BAME communities is and includes plenty of advice to make sure the outreach is genuine and respectful. From Lord Alderdice's report, the Lib Dem Campaign for Race Equality is a strong

movement, fighting for racial equality within the Lib Dems and the cultural change he calls for.

Accessibility in the Lib Dems

There is also the Liberal Democrat Disability Association who fight for awareness for the disabled, both within the Lib Dems and wider society. If you have any queries, you can reach them at info@disabilitylibdems.org.uk

Gender equality

Lib Dem Women is an SAO which aims to ensure women have the same opportunities as their male counterparts. They have resources and expertise to help all diversity officers with gender equality.

The Campaign for Gender Balance fights for equal representation of women in parliament and promotes an increase in women represented in all fields across the country.

LGBT+ Lib Dems

LGBT+ Liberal Democrats is the Lib Dem group fighting for LGBT+ rights in the party and in wider society. They also have a role in ensuring Lib Dems remain at the forefront of fighting for LGBT+ rights. You can follow them on Twitter for updates and advice.

Membership Officer

The membership officer is responsible for recruiting and reaching out to new members and getting them engaged. They are also the point of contact for existing members and monitoring the membership payments.

Key tasks

Connect and Lighthouse are key sites the membership officer will use. This makes sure all data and information on local members is updated and usable by the rest of the local party. Without this, it is difficult to target members during elections or increase engagement in the local and federal party.

Sending emails – you'll need to send an email, welcoming new members to the party and letting them know about upcoming events. If members are going to get involved, it's usually in the first few weeks of joining! You'll also want to keep all members up to date with upcoming events .

Engaging the new and existing local party - social events are the best way to boost interest, so organise an exciting year for your members. The more engaged they are socially, the more engaged they'll be in campaigning. We have plenty of tips on the kinds of events you can run and how to make it easy for you!

Members who don't have a rolling direct debit are at risk of missing payments and lapsing as members. It's important for membership officers to reach out to lapsing members and keep them engaged. This is where your events

programme can engage people too!

Membership management

The Membership Secretary, along with all members of the executive, take on responsibility for managing the membership. Local parties monitor their membership through a platform called Lighthouse. This allows you to make edits to members' information as well keep an eye on who is joining and leaving the local party. You will need to talk to your local superuser to get set up on the system. If you want to be the superuser you will need to tell HQ by emailing membership@libdems.org.uk

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Social Media

Any questions you have, you can email membership@libdems.org.uk. You can also get help from your fellow officers on the Facebook groups we have. Liberal Democrat Membership Officers & Portal Users – this is specifically for membership officers, any questions you have about salesforce, connect or engaging members, can be answered here.

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Secretary

The secretary has a key role in keeping the local party organised and on top of business.

Key tasks

You'll need to keep on top of the admin side in the local party. You will need to make the agenda for the meetings, all the advice and tips you need can be found here . You'll also need to minute the meetings, especially the decisions made. If you haven't taken minutes before, you can find advice for what you need to record and how.

Social media

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Vice chair

There is a lot of freedom with the role of vice chair, there aren't strict responsibilities, so you can really make this role your own.

There are plenty of groups which can help guide you with what you want to do with the role.

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