

Labour International Executive Committee (LIEC)

Communications and Social Media Officer

Job role

Who are we?

Labour International (LI) is the constituency party for UK Labour Party members living abroad.

Labour International (LI) has seen considerable changes in the last 5 years: a massive increase of membership from 700 to over 3,000 members and an increase of branches from 7 to 25 branches. The structure of LIEC has also changed from a small executive of 6 members to one of 14 members and also co-opted non-voting members. This has resulted in an explosion of member and branch activism. Never has the role of the communications and social media officer been so important.

The LIEC is the administrative body of LI. The officers act in a voluntary capacity and are elected by LI members every two years. The principle role of the LIEC is to ensure that LI runs smoothly and effectively.

We also have a delegate-based General Committee (GC) that is responsible for determining LI policy.

What will be your role?

This is a key volunteer role and offers an opportunity to be at centre stage of transforming LI into an active and connected CLP, campaigning to promote Labour Party policies and a Labour Party victory in General Elections.

Working as part of a team you will be responsible for developing and maintaining communications systems for LI, whose members are spread worldwide across 24 time zones. This role is particularly important for LI as most of our activities take place online.

You will ensure that communications between the Labour International Executive Committee (LIEC), the LI GC, LI members and the Labour Party function well and are up to date so that members are kept regularly informed of LI and LP activities.

Your main aims are:

- Contribute to LI becoming an outward looking CLP by ensuring that LI members are up-to-date with LI and LP business, so that they can work together for a Labour Victory
- Developing and maintaining LI's communication tools, including the LI website, LI newsletter, email systems and other social media tools.

- Supporting members in accessing and using communication tools.
- Together with LI equality officers to taking steps to ensure that young, women, BAME, LGBT and disabled members are adequately represented and supported.
- With the LIEC, work to ensure that members of LI are not subjected to harassment or abuse within LI and the LP, including at branch and group meetings and online.
- Ensure that LI members are aware of the [guidelines and code of conduct](#) when discussing policy.

Some ideas of what your role could include:

Working with other LIEC officers, and talking to LI members, you can decide the priorities of how this role should be developed and what is needed for the smooth running of LI. Here are some ideas of what this might involve:

- Creating and managing a communications strategy that helps members to keep connected and abreast of LP and LI initiatives.
- With volunteer LI members, managing LI's online tools including the LI website, email systems, the LI newsletter and other LI communication tools, including social media. You won't do this on your own. There will be at least one other LI officer with admin and password access to all the LI communication tools.
- Keeping the LI website up to date with current information about LI and LP activity.
- Recruiting LI members with technical expertise to help manage and maintain the communications tools.
- Producing regular reports of your activities for the LIEC, including a yearly end-of-year report for the LI AGM.
- Being the lead role for the communications working group, including ensuring that its notices, agendas and minutes are circulated.
- Liaising with members, LIEC officers and the LI newsletter and website editorial team to ensure there is agreed content for the website and the monthly newsletter.
- Contributing to the LI yearly development plan.
- Ensuring that the issues and concerns of underrepresented groups are reflected in LI communications.

It could also include:

- Helping to develop innovative ways of getting LI and LP messages across to the public in a way that is accessible.
- Working with the LI political education, training and information officer and membership secretary to develop members knowledge of using LI communications tools.
- Helping to organise LI elections.
- Encouraging members to develop material for the CLP's website, newsletter and social media platforms.
- Helping to develop standard communications templates that can be used by branches and campaigns to publicise the LP, LI activities, and for recruitment purposes.
- Developing relationships with the press and writing press statements.

For more information about your role please visit:

<https://labour.org.uk/activist-hub/local-party-resources/local-party-guides/local-roleholder-descriptions/clp-communications-social-media-officer/>

What skills/knowledge should you have?

- You will need regular personal access to the internet.
- A working knowledge of the party organisation at branch, CLP and national level, and the LP and LI Rules and Standing Orders
- An understanding of the communication and information needs of LI members.
- You will need to be organised and able to prioritise work effectively under tight deadlines.
- Good communication skills.
- Knowledge of how to use, or willingness to learn, the most common communications tools used by LI, e.g. social media platforms, the LI website, newsletter format and email systems.
- Knowledge of, or willingness to learn about, copy-writing and design tools, including adapting communications to different target audiences, or be able to recruit members who can help you.

What you can bring to the job

- Friendly and approachable
- Enjoy working collaboratively as part of a team including information-sharing.
- A willingness to learn from others and also take the initiative
- An ability to change, adapt and work proactively.
- The ability to motivate and persuade
- The ability to delegate and develop and create a team.
- Have enthusiasm and commitment

Lines of Communication

You will be a voting member of the Labour International Executive Committee (LIEC) and will work closely with the LIEC and General Committee. You will also work alongside volunteer LI members, making sure you work together as a team.

How much time will all this take?

This is a very busy and time-consuming role. You will need to be available at weekends to attend LIEC, GC and some All Members Meeting meetings.

You are likely to be extra busy during local and general election times.

How to apply

Elections for all LIEC roles take place in odd-numbered years. By-elections may be held at other times if there are vacancies.

Labour international members are notified when nominations are open, and provided with instructions and a nominations form to fill in and submit.

To apply as a candidate you need to write a personal statement of up to 200 words stating the skills you can bring and pointing out how you would develop this role.

You also need to be nominated by two other LI members or one branch.

This post is open to job share.

Useful links:

Labour International website <https://www.labourinternational.net/>

GLU - legal_queries@labour.org.uk

Rulebook - <https://labour.org.uk/wp-content/uploads/2020/04/rulebook-2020.pdf>