SHEFFIELD & ROTHERHAM GREEN PARTY

c/o 73 Eskdale Road, Sheffield S6 1SL
www.sheffieldgreenparty.org.uk

PART-TIME DESIGN PRODUCTION ASSISTANT

ROLE DESCRIPTION

Summary

Sheffield & Rotherham Green Party (SRGP) wants to recruit a part-time Design Production Assistant (DPA) for a 12 month period, starting in September or October 2014.

The overall purposes of the job are:

- to produce and disseminate our regular MailChimp-based e-newsletters to SRGP members and close supporters;

- to do other design work as needed; and

- possibly, certain administrative duties as required.

Salary: £8.75 per hour, plus home-working allowance

Hours: 25 per month (ie approx 6 hours per week in an average week), spread across the month to take account of the production cycle for each of the e-newsletters and other design tasks – see below.

Location: Mainly in the employee's home and occasionally a few other locations in Sheffield.

DEADLINE FOR RECEIPT OF APPLICATIONS: 5pm, Sat 23rd August

Applications, using the application form for this role, should be sent by post or e-mail to Jon Ashe, chair@sheffieldgreenparty.org.uk or 12 Southbourne Road, Sheffield, S10 2QN.

WHY SHOULD YOU APPLY?

About us

The Green Party represents a real alternative to the mainstream parties at a time when people are increasingly jaded with conventional politics, and when our twin agendas of social and environmental justice are more pressing than ever. The membership of the national Green Party has grown significantly recently. Also, we have one MP (Caroline Lucas), three MEPs and around 150 local councillors in England & Wales.

SRGP's vision is encapsulated in our slogan "Working together for a fairer, greener future". We have ambitious goals to support that vision, including increasing our membership, councillors, support and influence; and making operating within SRGP enjoyable, satisfying & fruitful.

Our local party has grown rapidly in the last 10 years, including in the past few months; and is now one of the largest local Green parties in the north of England. We have 4 city councillors and regularly win about 10-12% of the vote across Sheffield in local elections. Our team of officers, councillors and core activists works with a large number of party members and supporters, to combine political work with the organisation and processes needed to run the party effectively and develop it for the future.

We have substantial campaigning and development activity, and organise various meetings and social events for members and for the public. We have links with the regional and national party organisations, which will be particularly important in the build-up to the May 2015 general and council elections. We have considerable credibility in our main target wards and more widely, feature in local newspapers and broadcast media, and have an excellent website and growing impact via social media. We employ a part-time development worker to help us improve and strengthen SRGP.

About this new Design Production Assistant role

As the summary above indicates, this DPA role comprises a number of components, as follows:

1. Production & dissemination of our MailChimp-based e-newsletters

SRGP issues e-newsletters to all its members on a regular basis. Some of these go to a few hundred close supporters. (We issue occasional paper newsletters also.)

These e-newsletters help to keep members and supporters informed about SRGP activities and certain wider issues, and provide a way in which they can give feedback and make suggestions. They also try to encourage members and supporters to take a close interest in our activities and encourage them to be involved.

Up to now, the e-newsletters have mainly been in the form of e-mails to members and close supporters. However, we decided some months ago to start to use the commercial software MailChimp to produce some editions of the e-newsletters, to make them more visually attractive and hopefully increase their impact.

The first edition of the MailChimp-based e-newsletters was sent to members and close supporters in April. There has been a lull since then, largely because of our intensive work associated with the late-May elections and its

aftermath. We have just started working on the second edition and hope to issue it by early-September. We hope that the third and subsequent editions will be issued more frequently (maybe one every two months) from the autumn onwards.

The material for each e-newsletter edition is planned by various SRGP officers, other active members and our part-time development worker – the DPA will be involved also. The draft text for the various items is largely written by them also, usually in Word format; and they may provide some of the photos and images for the e-newsletters. We have a small editorial board for the newsletters, comprising the SRGP chair, a few other members and our development worker.

The DPA will be responsible for producing and issuing each MailChimp-based edition of the e-newsletters. This will include:

> a. Producing an initial version of each edition in MailChimp format, using the (Word) text and images provided by the people mentioned above; and will sometimes also need to source other appropriate images and material.

> b. Producing the final version of each edition, taking account of changes specified by the editorial board.

> c. Once the final version has been signed off by the chair and/or editorial board, issuing (via electronic means) the final version to all our members and close supporters on our mailing lists.

> d. Updating these mailing lists, taking account of any additions, changes or resignations.

> e. Analysing relevant data (eg in terms of how many people have looked at an edition; and analysing any feedback received from members and supporters.

2. Other design work

In addition to the MailChimp-based e-newsletters, SRGP often requires good-quality design work for materials to be disseminated publicly. This includes, for example, flyers for our public meetings, newsletters for residents in particular geographical areas, and leaflets to support particular campaigns.

The DPA will probably be asked to do the design work for some of these materials, taking account of information provided by one or more of SRGP activists. Such design work will require the use of various software, including Word (plus the creation of pdf files) and possibly Scribus & GIMP.

3. Certain administrative duties as required

Depending on the time required for the tasks covered by 1 and 2 above, the DPA may occasionally be asked to do certain admin tasks, eg booking meeting venues, contacting certain SRGP members & supporters, etc.

About you

You'll be committed to collaborative working in an ambitious, lively and democratic organisation. You'll be able to work sensitively and constructively with people with different backgrounds and abilities. You'll possess the skills to help others to fulfil their roles associated with the e-newsletters, other design tasks and admin duties effectively, as part of a coherent and integrated organisation. You'll be able to cope when necessary with the pressures arising from important and sometimes urgent work, within agreed deadlines.

You should be motivated by enthusiasm for the green movement (including both social and environmental justice) and an interest in politics. Good communication and organisational skills are essential and your IT skills will be strong too. You'll be a welcome addition to our organisation as it continues to develop innovative ways to achieve our goals and meet future challenges.

Specific skills, expertise, knowledge and qualities required:

Self-confident, with excellent interpersonal and communication skills, and able to interact well with a wide range of people;

Strong personal motivation and commitment to deadlines and high-quality work;

Able to work flexibly, especially when priorities and deadlines make it necessary;

Good organisational ability, including ability to use own initiative sensibly;

Substantial expertise and experience in relation to IT-based communications;

Strong Word and MailChimp skills, based on substantial experience; and, preferably, good Excel, Powerpoint, Facebook, Twitter and other social media-related skills also.

Ability to get to grips quickly with other design-related software, including Scribus and GIMP.

Commitment to Green Party values, policies and goals.

Location of role

Employee's home for much of the time; and other locations, mainly in Sheffield as required. (Note that the employee will need to live within easy reach of central Sheffield.)

A telephone and substantial access to an internet-connected computer are required. The computer and associated broadband links must be capable of handling MailChimp-based e-newsletters, other products (including those based on Scribus and GIMP) and other substantial material quickly and effectively.

The job will involve occasional travel to various work sites in Sheffield and possibly Rotherham. The postholder will be responsible for their own travel arrangements to and between work sites.

Period of appointment

Starting September or October 2014, for 12 months, with the possibility of a short extension subsequently.

Hours per week, salary rate and other conditions

Hours: 25 hours per month (ie approx 6 hours per week in an average week), spread across the month to take account of the production cycle for each of the e-newsletters and other design tasks. We will need the DPA to be pretty flexible in this respect. To illustrate, weekly working hours may need to range between 3 hours minimum and 15 hours maximum in a particular week, within a monthly total of 25 hours, ie there will be some relatively 'quiet' weeks, but some extremely busy ones, especially in the final stages of producing and issuing each e-newsletter edition. The precise working pattern is to be agreed initially between the postholder and his/her line manager, currently the SRGP chair, and reviewed regularly subsequently. Also, the time commitment required for this DPA role will be reviewed, and possibly modified, after 2-3 months.

Pay: £8.75 per hour, plus £15 per month home-working allowance.

Holidays: 28 days per year pro-rata. Public holidays are to be included within the total entitlement for this post.

Line management, accountability and other links

Accountable to Jon Ashe, SRGP chair, who will be the DPA's line manager at least initially.

Close working links with our development worker, the e-newsletter editorial board and some others, including our officers and councillors.

Further information about the role

To obtain more information about the role or if you would like to discuss it, please contact: Jon Ashe, via e-mail chair@sheffieldgreenparty.org.uk .

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