

DRAFT ROLE DESCRIPTION



Role title: Industrial Organiser

Team: Regions & Wales

Directorate: Field Operations

Date: March 2025

Reports to: Senior Industrial Organiser

Role purpose (why the job exists and its contribution)

Working in designated project areas, to organise members and potential members so the NEU builds power within and across branches, districts and MAT's. Work in specific project areas to empower members, reps and branch officers to advocate for educators and education, making bargaining meaningful to members at their workplace, in order to create formidable geographical (LA) and employer (MAT) branches that are a force to be reckoned with, and vibrant districts which support the democracy of the union.

Key responsibilities (the key areas of the role holder's work)

1. Develop, lead and deliver good organising practice in the field, liaising closely with other staff, reps and local officers to plan and coordinate implementation of regional and national organising projects, maximising contact directly or indirectly with potential members and reps, wherever possible face-to-face, to increase member engagement at the workplace, including amongst under-represented groups.
2. To provide specialist knowledge and expertise to devise, lead and deliver project plans that seek to improve the strength of the union, drawing on specialist knowledge and skills, for instance Organising, Learning or Training to achieve the project aims.
3. Working under the direction of Senior Industrial Organiser with branch and/or relevant reps and activists to find escalate and win disputes. Running industrial action in defence of members, working conditions and in pursuit of improvements
4. Provide ongoing advice and mentoring to lay officers, reps and members on all aspects of NEU work, including contractual rights, bargaining best practice, campaigns, signposting to further information, expertise and representation, as appropriate, fostering workplace structures for collective representation

5. To support Branches and employer groups with targeted member-led industrial campaigns. Develop strategies to identify, motivate, train and coach reps, regionally and sectorally, training and mentoring them to recruit, bargain, engage others, build a collective presence, campaign for change and take collective action effectively.
6. To undertake direct negotiations with employers , in a wide range of educational institutions whilst recruiting, supporting and mentoring activists to take on the negotiations.
7. To map organising and recruitment potential within workplaces, branches, networks and districts, advising regional colleagues and local officers of opportunities to organise.
8. To assist in the delivery of the national training programme and activist development programs within the region and at national events when required.
9. support the delivery of national campaigns in the region.
10. To promote the union in the workplace and beyond and use all opportunities to recruit and retain members
11. To use all opportunities to motivate and encourage and mentor members to become active in the Union and specifically to become reps and local officers.
12. Work collaboratively with colleagues within the directorate and across the NEU to support the unions Organising, Bargaining and Casework strategies and their delivery within the field.
13. To support reps/activists/branches to undertake political and campaigning work
14. Co-ordinate with colleagues across regional boundaries as directed and where this specific deployment necessitates this.
15. Within project areas, to support reps/activists/branches in a variety of of issues including, member communications, media work and increases to facility time.
16. To work closely with other unions to deliver NEU priorities.
17. Any other reasonable duties as directed.

How the National Education Union works

These principles set out the culture and approach of the NEU.

The role holder:

- Models professionalism and integrity and acts in accordance with the NEU values
- Supports the democratic processes
- Promotes an organising culture across the union

- Works collaboratively and empowers others
- Is committed to innovation, learning and continuous improvement of working practices, organisational culture and resources
- Adopts a proactive and flexible approach

Key relationships	
<i>These are the main working relationships that the role holder will develop.</i>	
Person(s)	Nature
Senior Industrial Organiser	The role holder will be line managed by Senior Industrial Organiser
Region	The role-holder will work collaboratively with the Regional Management Team and other teams in the region to achieve the union's strategic objectives and priorities.
Representatives & Members	The role holder will liaise with lay officers, workplace representatives, activists and with members in a professional, sensitive and diplomatic manner, maintaining good working relationships and will work to recruit potential members and encourage members to become active.
Officers and Executive Members	The role holder will liaise with Officers and Executive members, and must provide a professional impression and manage relations diplomatically, being an ambassador for the NEU and recognising the role of staff in a democratic organisation.
NEU staff	The role holder will collaborate with other regional staff and local officers to champion good organising practice.
External stakeholders	The role holder will represent NEU externally as appropriate and will have regular contact with a range of stakeholders including employers, the TUC, and other unions as a spokesperson for the union and our policies.

Demonstrable key skills, knowledge and experience
<i>The role holder must be able to demonstrate these capabilities to fulfil the role to a satisfactory standard.</i>
<p>Qualifications</p> <ul style="list-style-type: none"> • Developed literacy and numeracy skills; • Organising Academy Qualification (<i>desirable</i>); or relevant organising experience <p>Resource management & Planning</p> <ul style="list-style-type: none"> • Ability to plan, prioritise and manage own workload to agreed objectives and proactively manage competing priorities; • Ability to coach, mentor and develop, adapt and deliver training and CPD;

- Proven project management skills and the ability to bring complex projects to a successful conclusion;
- Strong planning and organisational skills;
- Experience of working successfully within an agreed budget;

Thinking challenge

- Understanding of how to successfully operate within the political, educational and legal context of the union's work contexts;
- Ability to quickly assimilate specialist working knowledge of relevant contractual terms, employment rights and union policies;
- Ability to identify and analyse membership information and workplace trends to inform and develop Union strategies and campaigns;
- Good analytical and problem-solving skills;
- Ability to confidently manage sensitive and difficult situations;
- Ability to work independently, to exercise judgement and make decisions within agreed parameters;

Communication

- Well developed communication skills, including active listening skills, and the ability to relate to a wide range of people in a range of different and challenging situations;
- Ability to successfully engage, motivate and work in partnership with local activists and members;
- Good public speaking and presentation skills;
- Ability to persuade and influence others including making a persuasive case for joining the NEU, engage members as activists and empower them to lead members to win at their workplace and beyond;
- Proven ability to draft clear documents, reports and publicity materials;
- Ability to build and maintain good, supportive working relationships;
- Proven ability to use social media to engage members and non-members, and publicise member activities;

Operational delivery

- Knowledge of the trade union movement and a developed understanding of the issues relating to membership organising, recruitment and retention;
- Knowledge and understanding of the education systems operating in the UK and relevant legislation, or the ability quickly to assimilate this knowledge;
- Experience of engaging and working in successful partnerships with local union officers and activists;
- Excellent understanding of trade union structures and district and branch structures;
- Experience of conducting successful negotiations, involving Reps and members in the process.
- Experience of escalation of disputes to successful industrial action and conclusion (*desirable*)

- Ability to empower and motivate others.
- Strong union organising skills and a proven ability to recruit, retain and engage members.
- Experience of successful collaborative working and ability to influence and negotiate;
- The ability to work pro-actively and independently, within agreed parameters, without needing day-to-day line manager oversight;
- Good IT skills including Microsoft Office Suite and ability to provide management information and reports in a range of formats.

Additional

Work Demands

- The ability to work under pressure, exercise judgement and to meet often competing deadlines;
- The role holder will be required to work at weekends and in the evenings as necessary for the performance of the role;
- The requirement to travel extensively to attend regular activities, conferences and meetings away from the normal place of work, which will involve stays away from home. These will be locally, regionally, and sometimes nationally;
- The requirement to be able to drive and possess a full, valid UK driving licence.

Additional relevant requirements

- Is firmly committed to the trade union movement and to the role of education unions in particular;
- Understands equal opportunities issues in education and has a commitment to promote diversity and oppose unfair treatment;
- The requirement to maintain an up to date knowledge of relevant legislation, together with union rules and procedures as necessary for performance of the role;
- The requirement to undertake professional development and training as necessary for the performance of the role;

This role description will be kept under review and can be adapted to meet the changing needs of the National Education Union, subject to appropriate consultation.