



## ROLE DESCRIPTION

**Role title:** Organiser  
**Directorate:** Organising, Learning and Bargaining  
**Date:** January 2022  
**Reports to:** Senior Organiser

### **Role purpose** (why the job exists and its contribution)

To work face-to-face with members and activists to deliver national organising projects regionally, taking every opportunity to empower activists, support and develop reps, boost membership density and maximise member engagement and learning.

To lead and champion good organising practice across the union, regionally and nationally, maximising the contribution made by members and activists to achieving the union's strategic aims.

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

1. Develop, lead and deliver good organising practice in their region, liaising closely with other regional staff, reps and local officers to plan and coordinate implementation of 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. Provide specialist knowledge and expertise on the planning and delivery of organising, recruitment, capacity building and member/rep-led campaigns to members, reps and local officers, including support in the full range of collective negotiations, actions and activities.
3. Provide specialist knowledge and expertise to support planning and delivery of distinct strands of organising work within their regional team (e.g. bargaining, equality strands, community campaigns).
4. Identify, develop and manage a range of member, activist, officer, staff and stakeholder relations in their region to ensure that agreed expectations, timelines and roles for national and regional organising projects are met.
5. Develop strategies to balance, deliver and monitor these varied and competing operational activities within agreed time and budget constraints, taking a strategic view, devising, leading and delivering project plans and identifying resources to prioritise competing demands accordingly.

6. Develop strategies to identify, motivate, train and coach more and better reps, regionally and sectorally, by visiting workplaces and facilitating other opportunities and events to meet members and reps face-to-face, training and mentoring them to recruit, bargain, engage others, build a collective presence, campaign for change and take collective action effectively.
7. Plan and coordinate delivery of agreed organising projects and budgets within their region, liaising directly with local officers and other regional staff to maximise match-funding from local districts.
8. Map organising, recruitment and recruitment potential within workplaces, branches, networks and local districts, advising the senior organiser, regional colleagues and local officers of opportunities and issues to organise around as they arise, including member sentiment, concerns and engagement preferences.
9. Develop strategies to plan and coordinate programmes of direct and indirect (via reps and officers) integrated recruitment, organising and learning activities to maximise visibility amongst potential members, boost membership density (e.g. trainees, newly qualified and recognition campaigns), foster activist engagement (e.g. developing equality and sector networks), and renew lay capacity at every level of the union.
10. 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.

### **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

<b>Key relationships</b>	
<i>These are the main working relationships that the role holder will develop.</i>	
<b>Person(s)</b>	<b>Nature</b>
<b>Head of Organising</b>	The Head of Organising leads the team, sets team targets and oversees allocation of account management responses.
<b>Senior Organiser</b>	The role holder is line-managed by the Senior Organiser who has responsibility for allocating regional resources to deliver national organising projects.
<b>National Organisers</b>	National Organisers work collaboratively to devise programmes of work for national organising projects delivered regionally.
<b>Organising, Learning and Bargaining Directorate</b>	The role-holder will work collaboratively with other members of the directorate to deliver the Union's organising objectives and priorities.
<b>Members and activists</b>	The role holder will work with, advise and assist members and activists to deliver organising projects and maximise member engagement.
<b>Cross-departmental project teams</b>	The role holder will collaborate with other regional staff and local officers to champion good organising practice.
<b>Officers &amp; Executive Members</b>	The role holder will liaise with Officers and Executive members, lay officers and activists and must provide a professional impression and manage relations diplomatically, being an ambassador for the NEU.
<b>Members and potential members</b>	The role holder will undertake direct recruitment, organising, learning, bargaining and campaigns activities.
<b>External relations</b>	The role holder will interact with leaders, employers, elected representatives and union counterparts to establish effective professional relationships which raise the profile of NEU and assist in achieving organising objectives and targets.

<b>Demonstrable key skills, knowledge and experience</b>
<i>The role holder must be able to demonstrate these capabilities to fulfil the role to a satisfactory standard.</i>
<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Developed literacy and numeracy skills;</li> <li>• Organising Academy Qualification (<i>desirable</i>);</li> </ul> <p><b>Resource management &amp; Planning</b></p> <ul style="list-style-type: none"> <li>• Ability to plan, prioritise and manage own workload to agreed objectives and proactively manage competing priorities;</li> <li>• Ability to coach, mentor and develop, adapt and deliver training and CPD;</li> <li>• Proven project management skills and the ability to bring complex projects to a successful conclusion;</li> <li>• Strong planning and organisational skills;</li> <li>• Experience of working successfully within an agreed budget;</li> </ul>

### **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;
- Previous trade union organising, campaigning and recruitment experience, including working locally with trade union branches (*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 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.