

ROLE DESCRIPTION



Role title: Senior Regional Officer (Lay Structure Support)

Directorate: Regions, Wales and Legal Strategy

Date: January 2022

Reports to: Regional Secretary

Role purpose (why the job exists and its contribution)

To lead and manage a team in efficiently and effectively supporting members, activists and lay officers in a defined geographical area and to contribute to the strength of the Union by overseeing, monitoring and evaluating the support given to local officers in their work and the administration of their districts and branches in the region.

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

1. To lead motivate, develop and support a team of staff in a defined geographical area individually and as a group, to meet and exceed their performance objectives.
2. To co-ordinate the delivery of a full range of trade union support and activity by the team
3. To assist in strategic regional planning as a member of the regional management team.
4. To undertake serious individual casework, including before external bodies where necessary *
5. To undertake negotiations with employers in a wide range of educational institutions whilst ensuring democratic accountability and recruiting and supporting activists, reps and lay officers to take on the negotiations.
6. To support districts and branches in recruitment, bargaining, representation, equalities and organising work.
7. To assist in the planning and delivery of the national training programme in the region.
8. Work collaboratively with other regional managers, to:
 - a. Monitor, analyse, evaluate and report recruitment and retention activities
 - b. Deliver the national rep and activist development strategy
 - c. Identify organisational gaps in capacity, renew local districts, build bargaining capacity, develop branches and extend union recognition
9. To advise and support local officers across the region on effective communications.
10. To support local officers across the region on all aspects of district and branch administration.
11. To promote an organising culture across the team and local officers, taking all opportunities to encourage the recruitment of members and the encouragement of members, particularly from under-represented groups into activism

*Casework should not account for more than 50% of the role.

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
- Accepts shared management responsibility as part of the regional management team
- Supports the democratic processes
- Leads and manages the team in accordance with good people management practice and NEU policy and procedure
- Demonstrates a fair and consistent approach to people management
- 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

These are the main working relationships that the role holder will develop.

Person(s)	Nature
Regional Secretary	The role holder is line-managed by the Regional Secretary.
Team	The role holder is responsible for leading a team, in providing effective support to members, lay activists and officers in a particular geographic area of the region (see structure chart for reports)
Region	The role-holder will work collaboratively with other teams in the region to achieve regional objectives and priorities.
Team of Regional Managers	The role holder will work collaboratively with the team of regional managers and local officers to plan and deliver key elements of the regional development plan
Lay Officers and 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 members and encourage members into activism.
External bodies	The role holder will represent NEU externally as appropriate and will have regular contact with a range of stakeholders including TUC,

	employers and other unions as a spokesperson for the union and our policies.
Strategic leadership team	The role holder will develop and maintain a strong relationship with the AGS Recruitment, Membership and Advice, the AGS Communications and Campaigns and the AGS Education, Equality, Research and International.
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>	
Qualifications	
<ul style="list-style-type: none"> • Well developed literacy and numeracy skills; • Employment law training or equivalent experience; • Training in organising would be beneficial. 	
Resource management & Planning	
<ul style="list-style-type: none"> • Ability to work strategically at a regional level to prepare, review and deliver team plans to achieve agreed objectives and priorities; • Ability to successfully lead and manage a team to achieve agreed objectives; • Ability to undertake effective people management, including active coaching and development of direct reports; • Proven ability to manage performance and to deal sensitively with confidential issues; • Ability to promote workforce motivation and engagement; • Ability to prepare, review and deliver effective work plans that meet objectives and priorities; 	
Thinking challenge	
<ul style="list-style-type: none"> • Knowledge and understanding of the NEU's political, educational and legal contexts; • Knowledge of employment law; • Strong analytical skills and ability to manage sensitive, difficult and challenging situations; • Ability to negotiate, analyse and persuade on behalf of members individually and collectively; • Ability to identify and analyse equality issues across the region to inform Union strategies, campaigns and support for activists and members; • Ability to identify and analyse trends in recruitment of members and activists across the region to inform Union strategies, campaigns and support for activists and local officers; • Ability to identify issues for under-represented group and devise regional strategies to engage these members in union activity. 	
Communication	
<ul style="list-style-type: none"> • Ability to represent the union externally at a senior level to a range of audiences; • Proven experience of successfully engaging and working in partnership key stakeholders; • High level of written skills, public speaking, tutoring and presentation skills; 	

- Strong influencing and negotiating skills;
- Ability to present complex arguments on behalf of members individually and collectively;
- Ability to persuade potential members to join and members to become active.

Operational delivery

- Knowledge and understanding of the education systems operating in the UK and relevant legislation, or the ability quickly to assimilate this knowledge;
- Excellent record of successful casework management, including high level complex casework;
- Strong Union organising skills and a proven ability to recruit members and engage them in activism;
- Excellent understanding of trade union structures and district/branch management;
- Experience of conducting successful negotiations on behalf of members individually and collectively;
- Experience of devising and delivering trade union training;
- Strong 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 and manage 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 attend regular activities, conferences and meetings away from the normal place of work, which will involve stays away from home. These will be regionally and nationally.

Additional relevant requirements

- A firm commitment to the trade union movement and to the role of education trade unions in particular;
- An understanding of equal opportunities issues in education and a commitment to promote diversity and oppose unfair treatment;
- The requirement to maintain up to date knowledge of relevant legislation, including employment law, together with Union rules and procedures as necessary for the performance of the role.
- The requirement to undertake professional development and training as necessary for the performance of the role.
- A full and valid driving licence.

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.