

# UNISON

## **Job Brief: Local Organiser**

### **Introduction**

1. UNISON is the UK's leading public sector trade union, with over 1.3 million members working in the public services, private, voluntary and community sectors and in the energy services. We employ 1200 staff, approximately 370 at our national centre in Euston, central London and the remainder in our twelve regions across the UK, including Northern Ireland.

### **The Local Organiser Role**

2. The Local Organiser is a new role in UNISON's regions. Staff in these posts will be an enthusiastic and flexible resource for organising at local and regional level. The focus of the job is on recruiting new members directly-one to one; or using simple issue based campaigning; carrying out leaflet drops; going to induction sessions; helping to draft local and one off recruitment materials. More than simple recruiters, this new generation of UNISON organisers link with regional organising teams and will use mapping and campaigning to help develop new activists at a branch level. The Local Organiser:
  - Arranges recruitment initiatives on Greenfield sites, regular pitches on employer premises, and at public events.
  - Extracts information from the Regional Membership Systems helping branches to decide where they should target their recruitment activities.
  - Evaluates the outcome of recruitment activities they have arranged to build an understanding of what works.
  - Contributes to the development of recruitment campaigns
  - Designs and make presentations to prospective members at Induction events.
  - Seeks to identify new activists they may meet during the course of recruitment events and provide them with the necessary information to enable them to participate in UNISON activities.
  - Gives basic advice to lay representatives, members and non-members.
  - Advises and assists branches with the arrangements and administration of recruitment campaigns, by helping draft publicity, carry out mail shots and advising them on the purchase of promotional goods
  - Works to recruitment targets providing regular reports on membership targets achieved and recruitment activities undertaken.

3. UNISON structures its work programme to provide for the systematic implementation of policies adopted by its democratic lay member structures. Local Organisers will play a key role in helping to achieve the targets arising out of the first of the four key objectives determined by the National Executive Council:
  - Recruiting, organising and representing members.
  - Negotiating and bargaining on behalf of members and promoting equality.
  - Campaigning and promoting UNISON on behalf of members.
  - Developing an efficient and effective union.
4. The key aims of the union as detailed in our Rule Book seek to:
  - i) Extend and promote our influence in the workplace and in the Community.
  - ii) Promote, safeguard and facilitate participation by all members in the union's democracy, with special regard to women, members of all grades, black members, disabled members and lesbian, gay, bisexual and transgender members.
  - iii) Provide effective standards of service in the areas of representation and advice, information to members on the work of the union, the provision of financial benefits and the maintenance of educational facilities for members.
5. To further these aims, post holders have a strong commitment to the trade union movement and the ability to motivate potential members to join and participate in the activities of UNISON. They also have an understanding of equalities issues and commitment to building a diverse organisation. They must demonstrate a enthusiastic and proactive approach to recruitment which encourages, motivates and enthuses colleagues and lay member activists.
6. UNISON regions are currently undergoing a period of change to meet the union's developing recruitment, organising and campaigning agenda. Postholders must be willing to change and adapt to help and support lay activists to do likewise.
7. The allocation of work to the local organiser is the responsibility of the designated manager. Areas of work are annually reviewed in discussion with the local organiser to meet the needs of the organisation and services to branches and members.

**UNISON  
LOCAL ORGANISER  
WEST MIDLANDS REGION  
REF: R12/84**

**JOB DESCRIPTION**

**GRADE:** 7

**REPORTS TO:** Regional Organiser or Regional Manager,  
dependent on local circumstances

**OVERALL SUMMARY**

This post is the first level organising post in UNISON. The postholder will focus on recruiting new members. As part of a Regional Organising team they also use mapping and campaigning to help develop union organisation at Branch level.

Work Areas

- Arranges recruitment initiatives at established employer premises, on Greenfield sites and at public events.
- Extracts information from Regional Membership systems to help target recruitment activities.
- Evaluates the outcome of recruitment activities to build an understanding of what works.
- Contributes to the development of recruitment campaigns
- Designs and makes presentations to prospective members at induction events
- Assist with identifying and developing new activists.
- Assists branches with arrangements and administration of recruitment campaigns, by helping draft publicity, carry out mail shots and arranging the event.
- Works to recruitment targets to provide regular reports on membership targets achieved and recruitment activities undertaken.
- Works with Branches to develop suitable administrative systems.
- Undertakes other duties as required by the grade definition or job profile of this post.

**UNISON  
LOCAL ORGANISER  
WEST MIDLANDS REGION  
REF: R12/84**

**PERSON SPECIFICATION AND SELECTION CRITERIA**

UNISON is an equal opportunities employer, committed to providing equal opportunities regardless of race or ethnic origin, gender identity, family situation, sexual orientation, disability, religion or age. This person specification is designed to help members of Interviewing Panels judge the qualities of interviewees in a systematic and consistent way and in accordance with UNISON's equal opportunities policy. It is given to all job applicants for information.

<b>Heading</b>	<b>Selection Criteria</b>
<b>Thinking</b>	<ol style="list-style-type: none"> <li>1. Experience of solving straightforward problems including:               <ol style="list-style-type: none"> <li>1.1 practical problem solving</li> <li>1.2 planning and organising meetings</li> <li>1.3 analysing information.</li> </ol> </li> <li>2. Learning and Development               <ol style="list-style-type: none"> <li>2.1 ability to identify development needs of others</li> <li>2.2 commitment to continuous personal learning and development.</li> </ol> </li> </ol>
<b>Interpersonal &amp; Communication</b>	<ol style="list-style-type: none"> <li>3. Experience of advising, guiding or persuading using interpersonal skills to respond to the needs of others:               <ol style="list-style-type: none"> <li>3.1 influencing others</li> <li>3.2 giving advice</li> <li>3.3 drafting correspondence newsletters minutes etc</li> <li>3.4 assisting in presentations.</li> </ol> </li> <li>4. Experience of giving basic advice including:               <ol style="list-style-type: none"> <li>4.1 member/customer care</li> <li>4.2 evidence of dealing with people who are angry or upset.</li> </ol> </li> <li>5. Experience of effectively working in a team environment.</li> </ol>

<b>Initiative &amp; Independence</b>	6. Experience of organising and prioritising own workload including:  6.1 decision making within guidelines 6.2 following policies and procedures.
<b>Resource Management</b>	7. Experience of handling or processing material financial or & information resources including:  7.1 time management 7.2 information management 7.3 monitoring expenditure 7.4 maintaining confidential information.
<b>Physical Skills</b> <i>((with DDA modification where necessary))</i>	8. Lifting light equipment  9. Ability to travel
<b>General Knowledge</b>	10. Understanding of and commitment to the principles of equality and democracy.  11. General understanding of employment issues.  12. Understanding of the basics of employment law.  13. Understanding of the role of trade unions.  14. ICT packages including Microsoft Office suite.

### **Other Information**

Please submit **three** copies of your completed application form.

Completed application forms must be returned to:  
[WestMidsPersonnel@unison.co.uk](mailto:WestMidsPersonnel@unison.co.uk) or Personnel, UNISON West Midlands, 24 Livery Street, Birmingham B3 2PA by 12 noon on Monday 7 November 2016.

It is proposed to hold interviews in Birmingham on 22<sup>nd</sup> and 24<sup>th</sup> November 2016.