

**UNISON
AREA ORGANISER
JOB BRIEF**

Introduction

1. UNISON is Britain's largest 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.

Developmental

2. The Area Organiser is a key organising role in the region. It covers the key areas of organising and representation.

The Area Organiser is managed, supervised, or mentored by a Regional Manager or Regional Organiser.

- **Organising:** Area Organisers will work in and across branches to build recruitment and organising initiatives and campaigns; train and develop stewards; support branch communications; develop "green field" sites or inactive branches and work where necessary to build organisation from scratch. They will also undertake casework under supervision, advising, supporting, and mentoring branch officers and stewards in representation and negotiation, providing help with case preparation and administration.
 - Organisations of specific region wide campaigns and events; prepare information briefings to support organising or bargaining campaigns and support press and public relations work in the region.
 - **Representation:** Area Organisers support Regional Organisers and local activists in collective negotiations, researching relevant agreements and employers, writing up claims and making presentations and engaging with employers as required.
3. UNISON structures its work programme to provide for the systematic implementation of policies adopted by its democratic lay member structures. Area Organisers will be working to targets in their work plans arising from 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 Area Organiser is an important resource in helping the region to deliver its operational plan, which ensures that the resources of the region are directed towards recruitment and organising and the achievement of the NEC's objectives and priorities. The plan identifies regional priorities and establishes progress or performance indicators to enable effective monitoring and evaluation of all work and achievements.

5. The key objectives of the union as detailed in our Rule Book are to:
 - Enhance our organisational capability to meet the recruiting and organising challenge posed by austerity measures, including public spending cuts, workforce reductions and fragmentation of public services
 - Protect and secure decent employment, pay and pensions for UNISON members, promoting equality and challenging discrimination
 - Develop our Million Voices for Public Services campaign in support of quality public services and in defence of the NHS, building our political influence and forging alliances with unions and community organisations
 - Ensure that the union's essential information and communication technology infrastructure and internal management systems are efficient and effective to meet the changing needs of our membership

6. To further these aims, Area Organisers have a clear understanding of equalities and how to increase participation in a member-based organisation, and how to use different kinds of media to raise UNISON's profile. They are highly focused on building the organisation and providing member satisfaction with the services provided. They have enthusiasm and commitment which motivates lay activists, new stewards, and members.

7. UNISON regions are currently undergoing a period of change to meet the union's developing recruitment, organisation, and campaigning agenda. Postholders must be willing to change and adapt to help and support lay activists to do likewise.

8. The allocation of areas of work to the Area Organiser is the responsibility of the designated manager. Areas of work are interchangeable and are annually reviewed in discussion with the area organiser to meet the needs of the organisation and services to branches and members.

**UNISON
AREA ORGANISER
JOB DESCRIPTION**

Grade: 5

Reports to: Regional Organiser or Regional Manager (Dependent on local circumstances)

Overall Summary

This post is key in supporting Regional Organisers to establish organising frameworks in the Region. It covers organising and representation work as set out below.

Work Areas

- Organising

Recruitment Planning and Campaigning
Recruitment in Greenfield and Infill sites
Membership mapping across Branches
Organising and developing lay member organisation
Mentoring and training new stewards
Collective Bargaining on local workplace issues
Developing stewards committees and local bargaining structures.
Developing systems to support organising
Research and information to support campaigning
Co-ordinating campaigns and activities
Building Branch capacity e.g. systems, communications, press releases, newsletters, websites and building local and media profile.

- Representation

Collective bargaining at workplace level that includes negotiating of

- Shift rotas
- Working Patterns
- New working arrangements
- Health and safety issues
- Training and learning agreements
- Local facilities agreements

Individual representation that covers:

- Grievances
- Disciplinarys
- Local workplace issues
- General advice and guidance to members
- Mentoring and building individual capacity of activists

- Undertakes other duties as required by the grade definition or job profile of this post.

**UNISON
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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.

Heading	Selection criteria
Thinking	<ol style="list-style-type: none"> 1. Experience of developing solutions to resolve problems including: <ol style="list-style-type: none"> 1.1 analysing information and statistical data 1.2 research including carrying out workplace mapping 1.3 drafting action plans 1.4 developing materials e.g., publicity 1.5 developing campaign plans 1.6 drafting statements of case. 2. Learning and Development <ol style="list-style-type: none"> 2.1 ability to identify training needs of others 2.2 can demonstrate continuous personal learning development.
Interpersonal and Communication	<ol style="list-style-type: none"> 3. Experience of motivating people to participate in activities including: <ol style="list-style-type: none"> 3.1 making presentations 3.2 influencing outcomes at meetings 3.3 mentoring and coaching 3.4 writing newsletters, leaflets etc. 4. Experience of giving advice and representing members including: <ol style="list-style-type: none"> 4.1 conciliation skills to resolve disagreements 4.2 responding effectively to people who are angry or upset 5. Experience of effective team working.

Initiative and Independence	6. Experience of prioritising own workload including: 6.1 decision making within guidelines 6.2 following policies and procedures 6.3 devolving work to others appropriately.
Resource management	7. Experience of project co-ordination including: 7.1 time management 7.2 controlling expenditure 7.3 maintaining confidential information.
Physical Skills <i>(with DDA modification where necessary)</i>	8. Occasional light lifting of materials 9. Ability to travel
General knowledge	10. An understanding of and commitment to the principles of equality and democracy. 11. A Working knowledge of Employment Law. 12. An understanding of the role of trade unions and the social and political environment in which the union operates. 13. ICT packages including Microsoft Office suite.