



Job Description: Assistant Provincial Secretary Outreach

Purpose of the Position

The Assistant Provincial Secretary Outreach is responsible for organization, fundraising and communications for the Saskatchewan NDP. This senior management position has three major responsibilities: 1) providing leadership and supervision to a team of field organizers responsible for creating effective constituency organizations and preparing constituencies for elections, 2) developing and managing effective fundraising projects at the provincial level and supporting constituency fundraising, 3) managing party staff and external contractors to develop internal and external communications, including advertising campaigns, digital and social media, website, emails, phone and text programs, and the Commonwealth newspaper.

Reporting Structure and Working Relationships

The Assistant Provincial Secretary Outreach reports to the Provincial Secretary/CEO and manages a team of Organizers, a Director of Communications, and a Call Centre Supervisor, in addition to working with party administrative staff. The Assistant Provincial Secretary coordinates closely with the Election Planning Committee and its Subcommittees, and collaborates with constituency associations, local volunteers, committees and wings of the party, and other stakeholders.

Major Accountabilities and Responsibilities

Organization and Outreach:

- Ensuring that 61 constituencies are ready to win an election, with measurable and frequent improvement in constituency organization, outreach activities, and financial standing:
 - Developing annual outreach and organization plans for the Saskatchewan NDP. Coordinating and executing the outreach and organization activities of the NDP in accordance with approved plans.
 - Supporting membership and volunteer recruitment and growth. Training and supporting constituencies and volunteers.
 - Providing regular reporting on activities and progress towards targets.



Fundraising:

- Develop the annual fundraising plan for the Saskatchewan NDP.
- Develop strategies and action plans for effective direct mail campaigns.
- Coordinate email and online fundraising campaigns and schedules.
- Manage call centre telemarketing programs, including phone and SMS
- Provide leadership to develop, organize and manage major fundraising projects, which will include receptions, dinners, and golf tournaments.

Communications:

- Manage internal and external communications efforts undertaken by staff.
- Coordinate communications materials, including advertising campaigns, social media, website, fundraising appeals (email, direct mail, phone scripts), members communications and newsletters, the *Commonwealth* newspaper, and messaging guides.

Other:

- Pitching in to the regular work of a small but nimble organization – for example, assisting with nomination meetings, by-elections, Provincial Council, Provincial Convention.

Qualifications

- Senior management experience in a unionized workplace.
- Organization, outreach and fundraising experience and a demonstrated track record of success in an organization position. Experience related to outreach or fundraising in the non-profit sector or political sector is an asset.
- Proven ability to organize for election campaigns and implement a variety of events and outreach activities.
- Completion of post-secondary education in a related discipline or equivalent experience.
- Keen interest in progressive politics or the non-profit sector. It is an asset to be familiar with the Saskatchewan political environment, to have an understanding of NDP policy and members, and to have been involved in election campaigns.



Skills and Abilities

- Ability to analyse data for data-driven decision making.
- Ability to communicate effectively and create compelling written work that tells the story of the NDP. Strong writing, editing and proofing skills.
- Experience using fundraising software, databases, and Microsoft Office. Digital editing and design skills are an asset.
- Ability to balance competing priorities and work to tight deadlines in a fast-paced environment. Able to project-manage the delivery of complex projects.
- Ability to establish and nurture positive working relationships with New Democrat staff, volunteers, constituency members, MLAs and the public.
- Flexibility to work outside regular hours.

Working Conditions

The Assistant Provincial Secretary is a full-time position and will work from the party's Regina office, with frequent travel as needed within Saskatchewan. The position is out-of-scope and offers salary commensurate with experience, and includes pension and extended health benefits.

Anticipated start date is as soon as possible.

Submit applications including a cover letter and resume by July 29, 2022, by email to employment@saskndp.ca.

The Saskatchewan NDP welcomes all applicants and offers a respectful workplace. We wish to develop a representative workforce, and welcome applications from Indigenous people, persons with disabilities, racialized persons, women, and gender and sexually diverse persons.