Local party officers

Local Party Chair

Taking on the role of local party chair can be a lot of responsibility, but we have plenty of resources to make it easier for you and for you to get the support you need.

Key Chair responsibilities

- Chair local party executive meetings.
  Another responsibility of the Chair is to chair local party executive meetings. The primary purpose is to discuss party business and ensure the local party is ready for the month ahead.

- GDPR
  The chair is responsible for local party data protection, which includes taking responsibility for any data breaches. The most important email you need is data.protection@libdems.org.uk so anything you aren't sure about, just ask! All other information you need can be found here.

- Social media
  There are Facebook groups where you can reach out to other local party chairs and officers, so you can get and give support to your fellow officers.

  - Liberal Democrat local party officers – this is a forum where all local party officers can get feedback and support from each other. The group includes new and veteran LPOs, as well as Membership Team staff, so almost any question can be answered.
  - Lib Dem Campaigners – This is a group where LPOs and campaigners share resources, best practises and swap ideas. For any campaign, this group is a goldmine of artwork, knowledge and advice.
  - Lib Dem Digital Campaigning Forum – This is to help all party members with digital campaigning. This includes everything from online ads to Facebook posts.

- Membership management
  The Chair, along with all members of the executive take on responsibility for managing the membership. Local parties monitor their membership through a platform called Lighthouse. This allows you to make edits to

members' information as well as keep an eye one who is joining and leaving the local party. You will need to talk to your local superuser to get set up on the system.

Vice chair

There is a lot of freedom with the role of vice chair, there aren't strict responsibilities, so you can really make this role your own.
There are plenty of groups which can help guide you with what you want to do with the role.

Treasurer

The Treasurer is a vital role, as treasurer you will need to prepare budgets and financial targets for discussion by others and advising on the implications of spending decisions. The treasurer is also responsible for the practical side of managing the local party's finances, such as paying in bills. We have plenty of resources to support you with the task.

- Keeping you legal
  It is important to be compliant with financial and election laws as treasurer. During a normal year, you will have to submit annual financial reports; during an election you will have to work with the Agent to agree campaign budgets.

- Membership management
  The Treasurer uses Lighthouse to submit the PPERA reports.

Membership Officer

The membership officer is responsible for recruiting and reaching out to new members and getting them engaged. They are also the point of contact for existing members and monitoring the membership payments.

Key tasks

- Keeping Connect and Lighthouse updated. These are key sites the membership officer will use. This makes sure all data and information on local members is updated and usable by the rest of the local party.

- Without this, it is difficult to target members during elections or increase engagement in the local and federal party.

- Sending emails
you'll need to send an email, welcoming new members to the party and letting them know about upcoming events. If members are going to get involved, it's usually in the first few weeks of joining! You'll also want to keep all members up to date with upcoming events.

- Engaging the new and existing local party
Social events are the best way to boost interest, so organise an exciting year for your members. The more engaged they are socially, the more engaged they'll be in campaigning. Members who don't have a rolling direct debit are at risk of missing payments and lapsing as members. It's important for membership officers to reach out to lapsing members and keep them engaged. This is where your events programme can engage people too!

- Membership management
The Membership Secretary, along with all members of the executive, take on responsibility for managing the membership. Local parties monitor their membership through a platform called Lighthouse. This allows you to make edits to members' information as well keep an eye one who is joining and leaving the local party.

Secretary

The secretary has a key role in keeping the local party organised and on top of business.
Key tasks

- You'll need to keep on top of the admin side in the local party. You will need to make the agenda for the meetings, all the advice and tips you need can be found here. You'll also need to minute the meetings, especially the decisions made. If you haven't taken minutes before, you can find advice for what you need to record and how.

Data officer

The data officer is a key role, with responsibility for ensuring the local party is GDPR compliant. But don't worry, we have lots of resources you can use to help you!

- Keeping you legal.
  Members data protection code: This simply explains the responsibilities of the data officer and how to make sure you're GDPR compliant. This covers everything from data collection to data subject rights.

- Training
  We have plenty of training available for all the different sites a data officer will need to be able to use. They are all available on libdem learning.

Diversity Officer

The Diversity Officer needs to be someone in the local party that has a passion for people and is supposed to bring in diversity to the party with the aim of making the local party more relatable to the community. It needs someone who can reach out to different groups within the community, and who is happy to go to many events to meet new and different people.

- Make a list of the groups in your community, including all of the charities in your area.
- Make contact with all of these groups, and arrange to go to their events and meet their management team.
- Help these local groups organise their events, and volunteer to help staff them.
- Set up a diversity calendar, containing important cultural events and dates.
- Make a social media message plan, to make sure you are putting the right messages out on the right days.
- Share details of diversity events in your area on your social media pages.
- Invite these groups to attend your local party events, so that they can educate your members.

Executive Committee member

Each local party has people elected to their Executive Committee as Ordinary Members, who do not hold specific roles. These are people who help by having a say in how the local party is run, and by taking on ad hoc roles and helping with special projects.