

STAFFORDSHIRE BRANCH OF UNISON

Job Brief: Area Organiser

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.

The Staffordshire Branch has a working membership of over 6,000 people.

Developmental

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

The Branch Area Organiser is managed by the Branch Secretary.

- **Organising:** Branch Area organisers will work to build recruitment and organising initiatives and campaigns; train and develop stewards; support branch communications; develop "green field" sites and work where necessary to build organisation from scratch. They will also undertake casework under supervision, advising, supporting and mentoring stewards in representation and negotiation; providing help with case preparation and administration.
 - Organisation 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 Branch.
 - **Representation:** Branch Area Organisers support 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. Branch 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 Branch Area Organiser is an important resource in helping the Branch to deliver its operational plan, which ensures that the resources of the Branch are directed towards recruitment and organising and the achievement of the NEC's objectives and priorities. The plan identifies Branch priorities and establishes progress or performance indicators to enable effective monitoring and evaluation of all work and achievements.
 5. 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.
- 6.** To further these aims, Branch 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.** The allocation of areas of work to the Branch Area Organiser is the responsibility of the Branch Secretary. Areas of work are interchangeable and are annually reviewed in discussion with the Branch Area Organiser to meet the needs of the organisation and services to branches and members.

Staffordshire Branch of UNISON

Area Organiser - JOB DESCRIPTION

Grade:	5 (SP pts U19 – U21)
Salary:	£37,556 pa on a scale rising by annual increments to £39,740 pa (as at 1 st January 2019)
Hours:	35 hours per week
Location	Staffordshire Branch of UNISON
Reports to:	Branch Secretary
Accountable to:	Branch Executive Committee

Overall summary

This post is key in establishing organising frameworks in the area appropriate to the Branch. It covers organising and representation work as set out below.

Organising

Branch Area organisers will work to build recruitment and organising initiatives and campaigns; advise and support stewards and prepare information briefings to support organising or bargaining campaigns and support press and public relations work in the Branch.

Representation

Branch Area Organisers will also undertake casework, advising and supporting members. Supporting the Branch in collective negotiations; researching relevant agreements and employers; writing up claims and making presentations and engaging with employers as required.

Work Areas

Organising

- Recruitment Planning and Campaigning
- Securing Collective Bargaining Rights/Recognition Agreements with non-core Employers
- Membership Mapping
- Collective Bargaining on local workplace issues
- 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.

- Recruitment and Organising non-core Employer
- Organising and developing lay member organisation
- Mentoring and training new stewards

Representation

Collective bargaining at workplace level that includes negotiating of

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

Individual representation that covers:

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

Involvement in wider Branch campaigns as required.

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

Area Organiser 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	<ol style="list-style-type: none"> 6. Experience of prioritising own workload including: <ol style="list-style-type: none"> 6.1 decision making within guidelines

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