

Marketing Champion

Reports to: Conservative Policy Forum Voluntary Director

Duration: One year (renewable) with a review at three months

Nature of Role: Voluntary

Background: The Conservative Policy Forum is the Conservative Party's in-house membership think tank. We work to develop the policy potential in our membership, and translate that to our Leader, our Shadow team, and into general right-wing thought leadership. We've had an exciting six months with the current team, increasing our attendance on calls and seeing huge interest from members – but we know we can do more.

The CPF is currently an organisation of volunteers for volunteers, and this is a voluntary role. You will be joining a small and passionate leadership team working to revitalise the party's membership policy formation, specifically through delivering our Marketing.

Purpose of the job

To use our marketing to ignite interest in policy-making and champion the grassroots Conservative Party. Over the short-term, to advertise events to the CPF membership. Over the medium term, to advertise to the wider Party. Over the long-term, to advertise to supporters.

This is a voluntary role. Although the initial tasks for the new Champion will be to iron out the basics, the CPF's marketing potential is huge – and we would envisage the potential for this role to become a leadership role with multiple volunteers reporting in, i.e. a Digital Champion, and Events Champion etc.

Job purpose

As CPF marketing lead you will help drive the development of our social presence and communities. In line with the overall marketing plan, you will

1. Develop and deliver a daily or weekly programme of social media posts to promote engagement, followership and involvement with CPF's online and physical products and events across all our social media platforms;
2. Develop and deliver an email marketing schedule;
3. Manage and maintain our website;
4. Oversight of other outreach tools such as the nascent CPF Podcast;
5. Feedback recommendations to the CPF Leadership team on what is working well to attract more people to become involved in CPF's social media presence, and what isn't.

Key Performance Indicators (3-6 months):

- You will provide a monthly report on events in the previous month, and upcoming in the next month. It will include numbers to track engagement, followership and involvement with CPF products and events across all our social media platforms, to include:
 - **Each month on Facebook:**
 - 20 more page followers
 - **Each month on the website**
 - 50 more CPF members
 - **Each month on Twitter**
 - 20 more followers

Over the medium term, core responsibilities include:

- Work with the Voluntary Director and Deputy Director for Regions and Nations on marketing to the wider Conservative Party, including outreach to Association Chairmen, affiliate groups and the wider party membership.
- Work with the wider team as we assess how our channels (including but not limited to: the website and email list) interface with the party membership channels (including but not limited to: CCHQ emails; the nascent Member Hub).

Over the long term, core responsibilities include:

- Working with the wider team on an outreach plan for Conservative-voting supporters

This is a temporary appointment made via co-option. However, we envisage it becoming a permanent one subject to a formal appointment process.