How to be a...

LOCAL PARTY DATA OFFICER.

What's the role?

The Data Officer is the person with overall responsibility for the use and maintenance of data at a local party level.

Data Officers typically have logins to at least one of up to three databases which the party uses. In context of campaigns and elections, the Data Officer supports the local party and candidates to use data effectively and intelligently, to run targeted campaigns.

Key tasks

- Manage your local party's campaign data, using Connect.
- Manage your local party's membership data, using Lighthouse.
- Manage email lists, using NationBuilder.
- Manipulate and use data for local campaigns, and produce data as required.
- Ensure that data is processed in accordance with the party data protection rules.
- Collect marked registers and oversee the data work involved after each election.

Help & Support

- You can join the Liberal Democrats Local Party Officers Facebook group, to make contact and share best practice with other officers.
- For peer-to-peer help with learning and using Connect, join the Connect Users Facebook group.

- Similarly, for help with NationBuilder, there is the Liberal Democrats NationBuilder Users group, also on Facebook.
- Connect training resources on Lib Dem Learning.
- NationBuilder training resources on Lib Dem Learning.
- Lighthouse training resources on Lib Dem Learning.

Skills & Attributes

Being a Data Officer gives you great influence, and it can enable you to make a big difference to the success of your local party. A good Data Officer would be somebody who:

- Is a confident user of software.
- Has excellent attention to detail.
- Is analytical and observant.
- Enjoys using data to solve problems.
- Can understand and enforce regulations.