

Branch Secretary

A strong and dynamic Branch Secretary can ensure an outward-looking and vibrant local branch. This role suits an organised individual who can work as part of a team, show initiative and be able to juggle many responsibilities.

As Branch Secretary you will play a key role along with other branch officers in making your branch a strong, vibrant, welcoming and effective campaign unit.

Key Responsibilities and tasks

- Work with other branch officers and CLP officers to put together a 12 month plan, covering specific targets such as elections, campaign organising and capacity building.
- Supporting the branch to be an active, campaigning local movement where local members are encouraged to get involved as much as possible.
- Maintaining accurate contact details for members through MemberCentre and providing membership information to other officers as required.
- Working to ensure your branch is welcoming and friendly to new people, well organised and an open and fair place where members feel involved and have a stake in the direction of the branch.
- Developing a strong and consistent communication strategy, making sure that all your members are well informed on party activity.

Activity

A rich variety of activity throughout the year will not only ensure that the party will have a strong presence in your local area, but will also make sure that everybody gets the most out of their membership.

All officers of the branch should provide opportunities for others to become involved, and ensure events and campaign activities are organised to involve people in the local community.

You should aim to have a range of different campaigning activities, working with colleagues across your CLP to plan joint social events, coffee mornings and policy discussions, as well as separate branch events and campaigning. You should try to bring guest speakers along to events as well as making sure every member has met your locally elected representatives.

Meetings

You should work alongside your branch Chair and CLP Secretary and Chair to arrange the time, date and venue for meetings in good time, ensuring it doesn't clash with CLP

meetings. You will have a lot of functional business to go through at your meetings, but please make sure that they are interesting and welcoming.

It is important to have political discussions and lively, respectful debates at meetings. However, it is also the Secretary's responsibility to ensure that meetings and discussions relate to the following key functions of the branch:

- Campaigning – campaigning for change in the local community and campaign to get our candidates elected.
- Support elected representatives to carry out working, campaigning and representing the branch.
- Membership work – welcoming new members, recruiting new members and finding new supporters.
- Fundraising – making sure your branch has the money it needs to campaign by confirming a programme of social events as well as other fundraising activity. You will need to work closely with the CLP Officers, and branch Chair and Treasurer to do this.
- Policy discussion – make sure this is interesting and engaging.

As Branch Secretary you should ensure that minutes of the meeting are recorded and circulated afterwards. You may also wish to distribute copies of any relevant correspondence in support of your minutes.

Working with your CLP

As a branch, you should work closely with CLP officers to ensure you are all working towards the same goals and sharing information.

- Keep in regular contact with your CLP Secretary, and ask them to keep you informed of training opportunities and campaign information so you can share this with branch members.
- Branch Secretaries and Branch Membership Secretaries are able to access MemberCentre for their branches, so you could ask your CLP Secretary or someone in your CLP to run you through how it works and what you can use it for.
- Ensure you discuss with your CLP Secretary and Chair what you'll both be covering at CLP and Branch meetings, so this isn't duplicated at branch meetings and so you can make sure important information is discussed at branch level.
- Think about appointing branch captains or buddies who can help with member engagement work and to welcome new members in your branch.

MemberCentre

As Branch Secretary, you'll have access to MemberCentre, Labour's online membership database, to access and update information about your branch. You can use MemberCentre to update members' details and run a variety of different membership reports. You can access the [full MemberCentre guide here](#).

Useful links and contact details



- To get in touch with your Regional Office, visit labour.org.uk/pages/scottish-welsh-and-regional-offices.
- Get information on legal and governance issues by visiting members.labour.org.uk/legal_and_compliance_downloads (you'll need to be logged in to MembersNet).
- You'll find lots of useful guides and resources on member engagement, as well as membership forms and the full MemberCentre guide in the Membership & Supporters area on Membersnet> members.labour.org.uk/members--supporters.
- Our online training offer can be found at <https://members.labour.org.uk/about-labour-training> and you can subscribe to our regular training emails by visiting labour.org.uk/w/training-emails.
- Keep up to date with our latest campaigns by visiting members.labour.org.uk/campaign-resources.