VoteClimate

Software, Research and Marketing roles

Terms of Reference - March 2025

The roles

We are recruiting one or two people for the part time freelance roles covering software, research and marketing. The research part of the role could be combined with either the software or the marketing parts of role but we recognise we are unlikely to find one person to do all three parts.

VoteClimate https://voteclimate.uk/

Established in 2023, VoteClimate is a not-for-profit company. Our intent is to empower ordinary people, determined to address the climate emergency, to incentivise and pressurise the mainstream political parties into taking the emergency seriously. We turn the first-past-the-post system on its head, making localised tactical voting in UK elections (local, devolved and general) put the climate at the top of the political agenda.

Our team consists of three people, all volunteers: Ben Horton (Director), William Eccles (Director) and Peter Moore (Advisor). For more details see: https://voteclimate.uk/about/team.htm

We have **7,500 members**, perhaps 5% of the number we need to have a substantial impact nationally.

Objective

The objective of the Software, Research and Marketing roles is to work closely with Ben Horton to deliver our strategy through support in the three key areas that enable our organisation to have a unique impact:
- We develop software that enables us to track the words and actions of politicians, both elected and candidates, efficiently and accurately.
- Our research uses our software and other data sources to rank politicians and their parties in terms of their expected contribution to mitigating climate change.
- Our marketing attracts new members to give us greater influence and increase our income. It also publicises the results of our research, enabling our members and the wider electorate to hold politicians to account.

Role and Responsibilities

- To build new software and upgrade and maintain existing systems in collaboration with Ben

- Perl (training offered), Laravel, Boostrap, MariaDB, Python, Playwright
- Social-media automation
- Sentiment analysis and other AI
- Automated data visualisations

Research

- Our research focuses on:

  - assessing the effectiveness of parties' policies and government action (eg comparing the emissions implications of the 2024 election manifestos [Ben to add link];
  - capturing and analysing the words and actions of politicians
- Examples of work that you might do:
  - Find new sources of data on MPs' speeches / interviews / articles on climate.
  - Study where MPs are posting other than X.
  - Study MPs' declared interests.
  - Compare Starmer's 81% cut goal with July 2024 Labour manifesto.
- To liaise with other organisations eg to share sources of data and ideas.

Marketing

- To focus on recruiting members through newsletters, social media and website.
- To expand into wider PR in the press and other media
- To build and maintain relationships with influencers
- To explore new social media and other channels

Skills, Experience and Qualities

Software

- Software skills, ideally including knowledge of key software languages Perl (data handling), Laravel (website) and Python (X to Bluesky).

Research

- Research aptitude and experience, not necessarily in relation to climate mitigation.
- Interest in and ideally experience of assessing political information.

Marketing

- Substantial social media experience.
- Good written and oral English.

- Networking skills.

Personal qualities
- Passion for tackling climate change.
- Enthusiasm for working closely in collaboration with other people.
- Ability to plan, prioritise and organise work.

Remuneration

It is anticipated that the role will commence in April 2025, in preparation for the local elections on 1 May.

The role(s) will be self-employed and responsible for their own pension and taxes.

The role(s) will be paid on an hourly basis for a total of approximately 20 hours a week

The first month of work will be on a probationary basis, with termination by either side at one week's notice. After that, termination by either side will be at one month's notice.