

ES2 Contribute to raising awareness about the electoral process

Unit Summary

What is the unit about?

Initiatives aimed at raising awareness of the electoral process can be many and varied from conducting media campaigns to engaging with school children via outreach programmes. In all cases, the overall aim is to communicate information and promote inclusion and engagement. This unit covers the planning, preparation and conduct of such initiatives, and emphasises the importance of using approaches that are suitable for both the message being conveyed and the target audience. Note that the Electoral Commission has developed various resources to support these activities e.g. the 'Do Politics Centre' (www.dopolitics.org.uk).

Who is the unit for?

This unit is appropriate to the work of staff with an involvement in raising awareness of the electoral process.

Links with other units

This unit links with the following units:

- ES1 – Develop, implement and evaluate a strategy for increasing electoral participation
- ES19 – Establish, maintain and develop effective working relationships with stakeholders in electoral services
- E1 – Manage a budget
- F1 – Manage a project
- F2 – Manage a programme of complementary projects
- B1 – Develop and implement operational plans for your area of responsibility

Scope of the unit

Initiatives for raising awareness about the electoral process include:

- Media campaigns
- Awareness-raising events
- Outreach programmes
- Educational programmes
- Distribution of materials

Resources required for raising awareness about the electoral process include:

- Human
- Financial
- Physical

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Outcomes of Effective Performance

Preparation and planning

You must be able to:

1. review, and identify your role in the delivery of, any strategy that has been developed for raising awareness about the electoral process
2. contribute effectively to the planning and preparation of **initiatives** aimed at raising awareness about the electoral process or aspects thereof
3. liaise and cooperate effectively with elected representatives, colleagues, partners and other stakeholders in planning and preparing awareness-raising activities
4. respond promptly to enquiries from individuals or organisations who express an interest in conducting or contributing to awareness-raising activities

Conducting awareness-raising initiatives

You must be able to:

5. identify and exploit opportunities to raise awareness about the electoral process and to publicise forthcoming events
6. participate effectively in planned programmes and events aimed at raising awareness of the electoral process
7. contribute materials and/or other **resources** to programmes or events run by others which have the potential to raise awareness about the electoral process
8. encourage full and active engagement in the electoral process by contributing to outreach activities in the local community
9. make appropriate use of the media to convey messages and to publicise and promote engagement in the electoral process
10. work in a manner that recognises and promotes social inclusion, access and equality throughout
11. conduct your awareness-raising activities with due regard for political neutrality and sensitivity
12. contribute to the monitoring and evaluation of awareness-raising activities, and provide feedback on the strengths and drawbacks of the approaches used

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Knowledge and understanding

You need to know and understand the following:

Legislation, policy and practice

- K1. relevant legislation, codes of practice and guidance relating to raising awareness about the electoral process
- K2. your organisational strategy, policies and procedures relating to raising awareness about the electoral process
- K3. your role, responsibilities and authority relating to raising awareness about the electoral process
- K4. the role, responsibility and authority of others relating to raising awareness about the electoral process
- K5. relevant codes of practice relating to publicity

Planning and preparation

- K6. the range of initiatives that can be used to raise awareness of the electoral process; the potential strengths and drawbacks of each
- K7. how to contribute effectively to the planning and preparation of awareness-raising initiatives
- K8. the range of elected representatives, colleagues, partners and other stakeholders with whom it is beneficial to liaise; the importance of liaising and cooperating effectively in the planning and preparation of activities
- K9. the importance of responding promptly to enquiries from others wishing to conduct or contribute to activities

Conducting awareness-raising activities

- K10. the range of opportunities that might arise to raise awareness and publicise events; the importance of identifying and exploiting these
- K11. how to participate effectively in planned awareness-raising programmes and events
- K12. the types of materials and other resources that might assist others to raise awareness
- K13. the role of outreach activities in encouraging the participation of the local community in the electoral process; the types of outreach activity that may be most appropriate to different groups and in different situations
- K14. the range of media available, and how to make use them to convey messages and to publicise and promote engagement in the electoral process
- K15. the importance of working in a manner that recognises and promotes social inclusion, access and equality
- K16. the importance of conducting your awareness-raising activities with due regard for political neutrality and sensitivity
- K17. the importance of contributing to the monitoring and evaluation of awareness-raising activities; how to provide effective feedback on the strengths and drawbacks of the approaches used