

**OFFICER
ELECTIONS
MANIFESTO
HANDBOOK
2025**



ELECTIONS

WHAT IS A MANIFESTO?

Simply, it is a document or article used to give voters information about you and what you want to work on. You should use this to persuade students to vote for you and support your ideas. The best manifestos are clear, concise and eye-catching. The worst tend to be long, boring and confusing. You can look to our website for a template and examples. Visit gre.ac.uk/elections

DOES IT MATTER?

Yes! You cannot be voted in without one! If you don't upload one by the deadline, you will be withdrawn from the election. Voters are encouraged to read the manifestos by staff and every candidate must have a manifesto. A good manifesto can win over voters without you having to speak with them!

OKAY, SO WHAT DO I NEED TO INCLUDE?

If you think of the elections as an interview, the manifesto is like your CV and cover letter. You want to give students information about why you are the right candidate for the job; Like a CV you are trying to show that you can do the job. You also want to show voters that you have their interests at heart; Unlike a CV you are also sharing your ideas or policies that you would hope to work on if you were successful.

Including a photo in your manifesto is the #1 priority, if you do not upload a photo of yourself you will be really disadvantaged as most people connect more when they see a face. A slogan is important too, but make sure it makes sense, a bad slogan could derail your messaging. A good slogan is used on every piece of election material.

The main things to include are:

1. A photo of yourself
2. A tagline for your campaign
3. A biography/ 'about you' section
4. At least 4 campaign points/ promises

After reading your manifesto you should be able to answer two questions:

1. DO I THINK THIS PERSON COULD REPRESENT ME AS A STUDENT WELL?

2. DO I UNDERSTAND AND SUPPORT WHAT THIS PERSON STANDS FOR?

WHAT DOES A GOOD MANIFESTO LOOK LIKE?

Use headings if that is appropriate as the structure of your manifesto can make your points easier to digest. Play around with bullet points, spacing and text styles. You can include additional photos on your online manifesto but make sure to focus on the text and content. For a template and examples, check the website. Remember to test how your manifesto will look on a phone too!

ANY TOP TIPS?

Get your mates to have a look at it, they are better placed to spot mistakes and unclear wording and ensure that the message you want to put across is obvious.

You do not need to put every idea you have on the manifesto – you can include these in other messaging, videos, social media posts etc.

Have a nice clear photo of you, group photos, side profiles and poor-quality images look unprofessional and unclear. You want voters to recognise you from your online campaign and spot which manifesto is yours, also people are bad at remembering names so a good picture could gain you a vital few votes.

Personal branding should be the aim of any good campaign, and this must run through your manifesto too. A theme that people see and instantly think of you will be a strong benefit to gaining votes. Colours, images and slogans can all be branded up. Think about big brands and their marketing, this is what you want to emulate.

Finally, be yourself. People will recognise reasonable and realistic ideas, a free car for every student might gain a few laughs but many students could see this as a sign that you are not right for the job. Writing a manifesto that reflects who you are is easier to sell and those who know you or meet you on the campaign trail will respect that you are being authentic and honest.

GSU will be running nomination stalls at Greenwich in Medway in January and February, come along to have a chat with us for more guidance.

Remember, you must have a manifesto to take part in the election and be a Changemaker!



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greenwichsu.co.uk/elections

GSU OFFICER ***JOB DESCRIPTION***



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Role Description

Salary - c. £26,496

Start Date: June 2025

Length of Term: 1 Year

Hours: Full Time (35 hours per week)

Location: Greenwich Campus, Avery Hill Campus, Medway Campus - this role will be predominantly onsite, and campus based

Summary of Role

GSU Officers are responsible for overseeing the running of Greenwich Students' Union (GSU) and being the public face of the charity.

GSU Officers are senior student representatives to the University and provide insight on issues students are facing. As trustees of GSU, they are the political and strategic leaders working to ensure students' voices are at the heart of everything GSU and the University does.

Essential skills:

To be a GSU Officer, you do not need any prior work experience but you do need to have some core skills to be successful, they are:

- Be passionate about student issues and creating change at the University of Greenwich
- Be approachable and engaging
- Have a positive attitude
- Be comfortable talking to students
- Want to support GSU in being the best it can be
- Be comfortable communicating with different people
- Be prepared to be the face of GSU on social media and at events
- Care about liberation, equality and diversity and ensuring that all students are represented and can be their best

Desirable skills:

Although not essential, it would be great if you have:

- Experience of sending emails and managing a diary
- Written and verbal communication experience
- Presentation skills
- An interest in Higher Education policy
- An understanding of Universities
- An interest in Charity law and governance
- Time management skills
- Experience of working as a team

GSU Officers through this role will be supported to develop:

- Leadership Skills
- Communication Skills
- Organisational Skills
- Listening and Interpersonal Skills
- Critical Thinking Skills
- Lobbying and Negotiation Skills
- Teamworking Skills
- Project Planning
- Long Term and Strategic Planning

What does a GSU Officer do?

- Be the primary representative of all GSU members both within the University of Greenwich and nationally. This sometimes involves being the face of GSU at Union or University functions, or representing students on disciplinary panels.
- Work with University stakeholders and participate in the annual committee cycle to improve student experience, based on held data, your experiences and consultation.
- Communicate and consult with students at all times, bringing feedback to appropriate places in the organisation and advocating for their needs to the University.
- Campaigning and lobbying for change to based on the wants and needs of GSU's membership.
- Being an elected Trustee, ensuring that members are represented in GSU's running and strategic direction.
- Engage with personal and professional development where required or desired throughout the year.
- Work within Students' Union policy and values at all times.

Duties will be divided in negotiation with the elected GSU Officer Team. This process will take place over the Induction period throughout the summer.

The candidate with the highest overall votes will be offered the role of President (also to be understood as the lead GSU Officer). All other elected GSU Officers will be known GSU Officers. Additional duties include:

- Provide the main channel of communication with the University on matters of Union policy and the needs of our membership.
- Act as the spokesperson for the Union to the media and on other occasions as required.
- Liaise with the Chief Executive regarding the effective running of the organisation including all aspects of Union and strategic development.
- Lead the GSU Officer team



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