
Overview

This unit is appropriate for you if your role involves:

1. Contributing to union campaigns.
2. Acting as a representative of the union.
3. Promoting the interests of the union.

The activities you are likely to be involved in:

4. Seeking the views of members, representatives and other groups on union campaigns.
5. Lobbying politicians and special interest groups.
6. Representing the views of members.
7. Acting as a union delegate or guest speaker in other organisations.
8. Ensuring that union policy is being followed during campaigns.

What the unit covers:

9. Supporting and promoting campaigns.
10. Representing the policies of the union and the views of members.

CFAUC1

Represent the union and promote its policies

Performance criteria

Support and promote campaigns

You must be able to:

- P1 Initiate campaigns which are appropriate to local circumstances and resources in line with agreed priorities.
- P2 Develop campaign plans in consultation with relevant persons which clearly identify the aims and purposes and include a realistic assessment of the likely outcomes and measures of success.
- P3 Arrange meetings at venues and times likely to attract the target audience with an appropriate level of attendance.
- P4 Lobby significant interests in a constructive manner to support the campaign objectives and provide relevant and accurate information.
- P5 Consult sources of relevant information and opinion on a regular basis and assess information gained against the required campaign outcomes.
- P6 Provide representatives, colleagues and senior officers of the union with accurate and up-to-date information on the progress and outcome of the campaign.
- P7 Commit adequate resources to support campaigns within budgetary limits.
- P8 Choose appropriate communications technology for the campaigns.

Represent the policies of the union and the views of your members

You must be able to:

- P9 Take forward the views of members appropriately.
- P10 Meet your commitments and responsibilities within agreed work priorities and resource constraints.
- P11 Follow union policy when corresponding with other organisations.
- P12 Make agreements to contribute to other organisations within resource constraints.
- P13 Confirm with senior officers of the union that participation in organisations is in the best interests of the union.
- P14 Make sure the approach taken in decision-making and representation of the union's position is consistent with union policy.

CFAUC1

Represent the union and promote its policies

- P15 Reserve judgement where decisions taken by the organisation potentially conflict with the policy of the representative's own union until appropriate advice and guidance have been received from senior officers of the union.
- P16 Identify and support opportunities to promote and advance the interests of the union.
- P17 Prepare accurate reports and summaries of representative activities in a suitable format and make them available within the union.

CFAUC1

Represent the union and promote its policies

Knowledge and understanding

The nature and role of union representation

You need to know and understand:

- K1 The balance of local and sectoral interests with union policy.
- K2 The effect of local circumstances on campaigns.
- K3 Effective methods for lobbying interest groups.
- K4 Issues of equality and diversity.

Principles and concepts

You need to know and understand:

- K5 Appropriate sources of information.
- K6 Differentiation of information and opinion.
- K7 Effective presentation of information.
- K8 The need on occasions to reserve judgement.
- K9 The value of campaign technology.

External factors influencing union representation

You need to know and understand:

- K10 Employment law and codes of practice on union representation and activities.
- K11 Economic and social factors influencing union activities.

CFAUC1

Represent the union and promote its policies

Developed by	CFA Business Skills @ Work
Version number	2.0
Date approved	March 2012
Indicative review date	March 2015
Validity	Current
Status	Original
Originating organisation	TUC
Original URN	CFAUC1
Relevant occupations	Trade Union Representatives and Professionals
Suite	TUC Core Trade Union role
Key words	representing union; promoting union; union campaigns; union equality or opportunity; union policies; union initiatives