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| **Delivery Manager**  The overall goal of this role is to focus on government delivery and communication of election promises and managing any failures/problems.  Delivery managers reflect on pre-election pledges/commitments and revisit them to make sure strategy to achieve them is okay. They coordinate and encourage achievement of policy implementation within the government, and monitor progress in policies. They suggest strategies for handling any problems.  They also create ideas for communicating progress/achievement to the public – see for example Obama’s keeping his word ads in the 2012 election - to try to get the public to give credit for success and insatiable demand, e.g. by localising and individualising achievement.  Literature relevant to this role is delivery marketing. |

**Reading**

Below is a starting list of key literature/authors for you to consult and adapt.

You should seek resources beyond this list as well; and adapt any work on campaigning to the government context, and to the specific cases for Report 2 and 3.

**Background to Delivery**

If you have not studied political marketing before start with:

Lees-Marshment, J(2019) Political Delivery marketingChapter 8 in *Political marketing: principles and applications* *3rd revised edition* by J Lees-Marshmentet alRoutledge.

This material is not just government but it gives an easy intro into the concept of delivery.

Please note that just reading the textbook is NOT sufficient for graduate level: you will need to read a wide range of actual literature, so read this chapter first and then go and read the core literature.

**Core literature**

See tallis list/links for **core** readings: <https://rl.talis.com/3/auckland/lists/D20AFDC0-49FC-8CF5-8802-09358FBB21B0.html>

* Esselment, Anna (2012), ‘Market orientation in a minority government: The challenges of product delivery' Chapter 8 in *Political Marketing in Canada* edited by Alex Marland, Thierry Giasson and Jennifer Lees-Marshment, UBC
* Esselment, Anna (2012), ‘Delivering in Government and Getting Results in Minorities and Coalitions' Chapter 23 in the *Routledge Handbook of Political Marketing* edited by Jennifer Lees-Marshment, Routledge.
* Lees-Marshment, Jennifer (2011) *The Political Marketing Game*, Palgrave Macmillan - Chapter 6 Managing delivery
* Conley, Brian M. (2014). ‘Does Obama care?: assessing the delivery of health reform in the United States’. In Jennifer Lees-Marshment, Brian Conley and Kenneth Cosgrove (eds) *Political Marketing in the US.* New York: Routledge.
* Hamburger, Peter (2006). The Australian Government Cabinet Implementation Unit. In Improving Implementation: Organisational Change and Project Management. ANZSOG/ANU. Accessed from <<http://epress.anu.edu.au/anzsog/imp/mobile_devices/ch18.html%20accessed%20April%2011%202008>

**Further literature**

* Bara, J. (2005) ‘A Question of Trust: Implementing Party Manifestos'. Parliamentary Affairs, vol. 58, no. 3, pp. 585-599.
* Barber, Michael (2007). *Instruction to deliver*. London: Politicos
* Beckmann, M. & McGann, A. (2008) ‘Navigating the legislative divide: polarization, presidents, and policymaking in the United States'. Journal of theoretical politics, vol. 20, pp. 201-220.
* Butler, Patrick and Neil Collins (2001). ‘Payment on delivery: recognising constituency service as political marketing’. *European Journal of Marketing*, 35(9/10): 1025–37.
* Channel 4 (2007) "Fact Check of Labour Delivery" [www.channel4.com/news/articles/politics/domestic\_politics/factcheck+labours+election+pledge+cards/507807](http://www.channel4.com/news/articles/politics/domestic_politics/factcheck+labours+election+pledge+cards/507807), accessed 18 July 2013.
* Lilleker, Darren (2006). ‘Local political marketing: political marketing as public service’. In D. Lilleker, N. Jackson and R. Scullion (eds), *The Marketing of Political Parties*. Manchester: Manchester University Press.
* Lindholm, Mikael R. and Anette Prehn (2007). ‘Strategy and politics: the example of Denmark’. In Thomas Fischer, Gregor Peter Schmitz and Michael Seberich (eds), *The Strategy of Politics: Results of a Comparative Study*. Butersloh: Verlag, Bertelsmann Stiftung.
* Page, E. C. (2003). "The civil servant as legislator: law making in British administration." Public Administration 81(4): 651-679.​
* Richards, D. & Smith, M. (2006) ‘Central Control and Policy Implementation in the UK: A Case Study of the Prime Minister's Delivery Unit', Journal of Comparative Policy Analysis: Research and Practice, vol. 8, pp. 325-345.
* Rehr, David R. (2013) ‘The Challenges Facing Obama’ Chapter 2 in Dennis W. Johnson (ed) *Campaigning for President 2012: Strategy and Tactics*. New York: Routledge: 25- 42
* Whiteley, Paul, Harold D. Clarke, David Sanders and Marianne Stewart. (2016). "Why Do Voters Lose Trust in Governments? Public Perceptions of Government Honesty and Trustworthiness in Britain 2000-2013." *British Journal of Politics & International Relations* 18(1): 234-254.

See <https://flexiblelearning.auckland.ac.nz/political_marketing/32.html> for further sources on political delivery marketing