

# **GPEX CAMPAIGNS CO-ORDINATOR**

## **KEY PURPOSE**

The Campaigns Co-ordinator convenes and works with the Campaigns Committee (elected at Conference) on issue-based campaigns which are aligned with Green Party policy. These campaigns will further our overall objectives and engage and support the membership.

## **ACCOUNTABILITY**

As the Green Party Executive (GPEX) is responsible and liable for the governance and functioning of the organisation, members are accountable in varying degrees to a variety of stakeholders, including members the Green Party Regional Council (GPRC) and each other.

Furthermore, GPEX members should take a lead on building public trust and confidence in the Party's work through demonstrating good practice and good governance, taking into consideration the wider implications of the decisions they make, and to communicate widely the reasons behind such decisions or actions.

## **ROLE SPECIFIC DUTIES**

The Campaigns Co-ordinator is responsible for : -

- Ensuring a national campaign (at least one per fiscal year) run by the Green Party and promoted by local parties.
- Ensuring that campaigns are transformative and are consistent with the Party's political and messaging strategies.
- Campaign topics being developed in consultation with members, staff and other GPEX members.
- Taking the consultation proposal to GPEX for approval. These plans and campaigns should be fully costed with budget proposals agreed by GPEX.
- Ensuring there is a dialogue between the Party and external campaigning bodies so that synergies can be identified, and useful alliances set up. They will build relationships with external stakeholders and campaigning bodies to determine how best Green Party leverage can add weight to other campaigns, and vice versa.
- Supporting regional and local parties (in conjunction with the Local Party Support Co-ordinator) in developing the skills in local campaigning in ways that support

the development of Target Wards and show our candidates as key trustworthy local activists.

- Generating dialogue between the National and Regional levels of the party, so that National Campaigns are promoted at a Regional level and Regional ideas are brought to bear in national decision-making. Additionally, the Campaigns Co-ordinator will actively seek out and promote regional and local party campaigns to promote through the communication channels of the National Green Party.
- Ensuring the impact of campaigns is regularly reviewed to ensure continuous learning and to maximise the positive impact of future campaigns. The evaluation of a campaign will take place at quarterly intervals and be embedded in the overall campaign evaluation efforts of the Green Party (electoral, leadership etc.).

### **GPEX COMMITTEE RESPONSIBILITIES**

- The role holder will also be a member of the Campaigns and Communications Committee (CamCom) convened by the External Communications Co-ordinator.

### **RELATIONSHIPS WITH STAFF**

- The Campaign Co-ordinator works with Communications, Development, Digital, Elections and Field staff, through the Chief Executive, to provide oversight of and ensure implementation of agreed campaigns.

### **RELATIONSHIPS WITH OTHER PARTS OF THE GREEN PARTY**

- The role involves a great deal of contact with local and regional Parties, coordinated with Local Party Support Co-ordinator.
- The Co-ordinator will work in good contact with the Association of Green Councillors and will explore ways of supporting the work of Green Councillors.
- The Co-ordinator will convene monthly Campaigns Committee meetings and ensure that it be up to strength by election or co-option, and call regular, minuted meetings.
- The committee is external to GPEx, and reports both to GPEx and annually to conference, in line with the requirements of the Constitution. It will investigate and evaluate local campaigns that members bring to the Co-ordinators attention. It will discuss what action (if any) should be taken to support and resource them and make recommendations to GPEx and staff. It will liaise with, encourage and publicise the achievements of the campaigns community within the party, using the members' website, Green World and other publications.

### **ROLE SPECIFIC SKILLS, KNOWLEDGE, AND EXPERIENCE**

The following characteristics, knowledge and experiences (or commitment to gaining them) would be advantageous:

- Experience of developing and implementing campaigns.
- Good networking skills.
- Politically astute.
- Able to balance the needs of multiple stakeholders in the pursuit of getting things done.

## **ADDITIONAL INFORMATION**

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## **BEHAVIOURAL STANDARDS**

All members of GPEx are expected to adhere to the Code of Conduct and operate in a way that upholds the Values of the Party and supports the Philosophical Basis on which it is built.

## **ROLE DESCRIPTION REVIEW**

This role description is reviewed at the end of the first year of each 2 year term, and in advance of every election.

- Last review date: **May 2025**