

GPEX EXTERNAL COMMUNICATIONS CO-ORDINATOR

KEY PURPOSE

The role exists to represent the members and to further the achievement of the Green Party's objectives generally and specifically through providing a leadership steer to the external communications of the Party.

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

STRATEGY

- The External Communications Co-ordinator is responsible for ensuring the continuing development of the Green Party's media and external communications strategy and election communications strategies, and their approval by GPEx.

COMMUNICATIONS DEPARTMENT

- The External Communications Co-ordinator works with the media and external communications team, with the Chief Executive, to provide oversight of, and ensure implementation of, the Green Party's media and external communications strategy and election communications strategies.
- The External Communications Co-ordinator also works with the Chief Executive to oversee recruitment, training and development of media staff and advise on roles and responsibilities that need to be filled.
- The External Communications Co-ordinator may be required to advise at short notice on the appropriate action in response to sensitive emerging or potential news stories.

GREEN PARTY SPOKESPEOPLE

- The External Communications Co-ordinator should ensure that the list of press spokespeople is maintained.

PARTY ELECTION AND PARTY POLITICAL BROADCASTS

- Together with the Elections Co-ordinator, the External Communications Co-ordinator is responsible for providing guidance to the Chief Executive and staff on the planning and delivery of all national Party Election and Party Political broadcasts and for the approval of their content prior to delivery for broadcast.
- The External Communications Co-ordinator should ensure that mechanisms exist to provide assistance and advice to Regional Parties on the planning and delivery of broadcasts in support of regional election campaigns.

COMMITTEE WORK

- The External Communications Co-ordinator convenes the Campaigns and Communications Committee (CamCom) and is a member of the Political Committee (PolCom), Spokespeople Committee, Elections Committee and Donation Scrutiny Committee.

EXTERNAL COMMUNICATIONS

- Alongside other members of the GPEx, the External Communications Co-ordinator may be called to be part of the team helping to advise on other forms of external communications such as websites, social media channels, digital communications and print communications, and assuring that these align with the Green Party messaging strategy.
- This will especially require close work with the Publications Co-ordinator and Internal Communications Co-ordinator to ensure our external communications work contributes to and benefits from publishing activities carried out throughout the party.

PARTY RELATIONSHIPS

- The role holder is responsible ensuring that mechanisms are in place for the sharing of information between the national office and the regional offices so that the party as a whole may function as a combined force with clear messaging.

ROLE SPECIFIC SKILLS, KNOWLEDGE, AND EXPERIENCE

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

- Experience of working in a media or communications environment
- Politically astute
- In-depth knowledge of the media

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**