



## **COMMITTEE ROLES: The Campaigns and Communications Committee**

The responsibilities of the Campaigns and Communications Committee are:

1. Communicating with journalists and the press;
2. Non-election campaigning;
3. Digital campaigning, including maintaining the Party's presence on social media platforms;
4. Managing the campaigns for by-elections to the National Assembly for Wales;
5. Managing Wales-wide election campaigns;
6. The Party's presence at external events of national importance;
7. Maintaining and executing the processes of approving and selecting Parliamentary candidates;
8. Working with the Membership Development Committee to ensure adequate training and mentoring systems are in place for candidates and would be Parliamentary candidates;
9. Acting as the Party's brand ambassadors by encouraging consistent branding on all materials produced by the Party, and local and regional parties in Wales;
10. Campaigning in and communicating to diverse communities; and
11. The discharge of such other functions as the Conference or the Constitution shall allocate to it.

The skills that someone elected to this committee may find useful include:

(please note that this list is meant as a guide only)

- Good communication and interpersonal skills.
- A good grasp of campaigning in both target and developing seats, during and outside of election times.
- Experience in providing a key strategic function of the committee, for example communicating with the media, managing an election campaign, event management, candidate approval and selection, or providing campaign training.
- Experience of campaigning in or communicating to Wales' diverse communities.
- Experience of working as part of a decision-making team or creating a strategy for an organisation.