**Jewish Greens Questions for External Communications Coordinator**

**Jonathan Kent**

**What are the biggest changes you want to institute in the style of Green Party comms?**

Part of what I'd like to achieve concerns capacity building. We generally aren't able to pay senior salaries and so we take people at earlier stages of their careers. As someone who has worked in media, PR and communications for most of the last 35 years I'd want to help our team develop their professional skills. I'd also bring my experience of working both in newsrooms and in comms agencies to optimising our working practices. In terms of messaging I'm quite concerned that our output is too diffuse. If we talk about everything and anything it risks voters not being wholly sure what we'd do if elected. I'd aim to build a messaging framework within which we can develop more specific messages (I talk about it here - https://youtu.be/IkAMAhDf0HY?si=MaDwixITyiERyuIP ) - In the run up to 2016 UKIP's message was very simple; leave the EU and everything would be better. Of course it was utter nonsense but the message registered, particularly with those voters (most of them I suspect) who take a limited interest, if any, in politics. Having frameworks built around two or three simple overarching messages into which more targeted, specific or complex messages fit, helps us remain consistent, focused and cut through.

**What are the best ways to design comms which reach minority communities?**

Ideally we sync comms concerning minority communities with the messaging frameworks outlined above and developed in tandem with groups from those communities within the party. My example (and it's only an example) of the type of overarching message we might use is 'No one left behind' - which is a strapline we can deploy with economic groups, cultural groups or other minority groups as well as larger groups (people from economically marginal areas for instance; perhaps involving us pivoting subtly to ''nowhere left behind'). By couching the need to defend the rights of, say, trans people or Muslim or Jewish people or low paid people from areas that have deindustrialised within an overarching 'no one left behind' we can develop a strong theme, be inclusive, link the rights of one group to the rights of others and yet focus at any point in time where the need is most pressing or greatest.

**How do you see yourself working with liberation groups on relevant comms issues?**

Again - ideally within the framework set out above. We need to be like a choir of many voices singing many harmonies but producing something greater as a whole.

**What processes should there be for consultation and feedback on comms, and how would you enforce this?**

I'm not sure I'd choose the word enforce. Organisations tend to benefit from having a clearly set out of underpinning values and goals as a reference point against which their activities can be measured.

Having these would also allow individuals and groups within the party to flag any instance where our policies or comms diverge from our values. For example; we stand for human rights (and the universality of human rights is their bedrock) - if members point out that we are implicitly deprioritising the rights of a particular group then we can amend our comms to underscore our support for the rights of that group within the overarching and universal message. If groups within the party freelance and put out messaging conflicting with our core messaging (and core values) I would ensure we move quickly to understand what is driving that divergence and work to close the gap as soon as possible. Persuasion is better than conflict. If groups or individuals cannot be reconciled with our core values / messages then I believe we have mechanisms already to handle such situations. If those mechanisms need to be more efficient or if they're not sufficiently just I would push for swift, diligent and compassionate application of the principles of natural justice.

**Daniel Johnston**

**What are the biggest changes you want to institute in the style of Green Party comms?**

I want us to have a laser focus on the top few issues that matter most to people and sit well with Green Party values: Health, Housing and the Cost of Living Crisis. Our messaging on these issues will also be more radical - shifting the blame away from minorities as is so often the case in British politics, and instead making it clear that big corporations & their wealthy owners should be paying more tax to get Britain back on its feet.

I also want to post different content per platform, so that readers in each place are getting the style of messaging which is most likely to make them pay attention. For example, older generations reading newspapers, gen X & millennials using Facebook and younger people using TikTok all respond differently to different messages.

**What are the best ways to design comms which reach minority communities?**

The best way is to involve minority communities in the process itself. I would reach out to the leaders of groups like Jewish Greens, Global Majority Greens and other groups within the Green Party on a regular basis to get updates and feedback on how best to make sure the Green Party's messaging will reach as many people as possible.

**How do you see yourself working with liberation groups on relevant comms issues?**

Ideally I would have an open line of communication with the chairs and/or press officers of liberation groups via text or email, where I can approach them for comment on issues or they can approach me with issues they want shared on green party comms.

**What processes should there be for consultation and feedback on comms, and how would you enforce this?**

Politics is fast-moving and communication will often need to happen quickly. I think the chairs & press officers of individual liberation groups should, as democratically elected representatives of each group, be able to communicate directly with the external comms officer on an ongoing basis to give feedback as described in my previous answer.

The comms officer can then collate all feedback and share it with the relevant members of GPEX and Green Party staff, since comms also will naturally need to be checked by the leadership team and other stakeholders to ensure consistency between policy and messaging.