

## Jack Lenox

Coming from a career in digital publishing, I have the ideal skill set to lead the Green Party in its transition to new and better digital publications. Technology is where we can punch above our weight. Reimagining and opening up our Target To Win resources to all our activists, engaging our wider membership through Green World, and beating the other parties when it comes to digital manifestos and election materials.



I joined the Green Party in 2015 having increasingly felt that climate breakdown was the greatest challenge facing humanity. Today, in 2020, the situation couldn't be any starker. The next ten years are the most important for the climate movement, and by association the Green Party.

As we move into an unprecedented electoral cycle in the wake of the global pandemic, we need to hit the ground running. A vital part of our electoral strategy is our publications, whether these take the form of printed manifestos and membership communications, or websites for candidates, activists and local parties.

If elected, I will work with the digital team to enable activists and candidates to easily produce microsites and digital publications on our existing WordPress infrastructure.

I will work with our elections team to dramatically improve accessibility to our Target To Win resources, with a specific elections microsite for audio and video tutorials, and materials available in ebook formats.

With my experience of producing print publications, I would seek to return Green World to print production alongside the website. What we currently spend on the website alone represents very poor value for money. I would seek to produce two printed issues of Green World per year to be published alongside our Spring and Autumn conferences, and for excess copies to be sent out to new members when they join, with a longer term goal of a subscription service for members who wish to receive the publication by post.

I was co-opted to GPEx last year and served for six months as Internal Communications Coordinator. I currently serve as the Membership Secretary for Allerdale & Copeland Green Party. I was the party's parliamentary candidate for Copeland in 2017 and 2019, and have stood in numerous borough and county elections.

For the past seven years I have worked at Automattic, the company behind WordPress.com. I am a Principal Software Engineer on the WordPress VIP Enterprise Team, working with and consulting for some of the largest news and content publishers in the world.

Prior to this I founded a startup social network for creative writers that included software to dynamically convert user-produced web content into numerous ebook formats. At university I founded my college's student newspaper and personally edited and produced more than 60 issues of it.

I'm a leader in the realm of sustainable software engineering having spoken at numerous conferences on the topic, including at the world's largest WordPress conference in Berlin last year. I'm also currently studying for an MSc in Sustainability and Behaviour Change at the Centre for Alternative Technology in Wales.