

Molly Scott Cato

While I held elected office I relied on others to ensure the smooth running of the party's internal structures. Now I feel I should play my part in supporting the governance and functioning of our party. I have always been ambitious for the Green Party and deeply committed to the policy agenda we advocate together. As a member of GPEX I would prioritise good and timely decision-making and the wise investment of our limited funds in ways that would progress and support green politics.



Most voters only know about the Green Party and green politics because of the work of our excellent media team. I see the role of the External Communications Coordinator as crucial to sharing our radical and inspiring ideas with the wider public. When it works well this brings us votes but also helps to shift the political climate.

To achieve this the ideal candidate needs three main types of experience: understanding how media works, political judgement, and an ability to work cooperatively with both media staff, other GPEX members, and elected representatives including our local councillors.

- During my six years as MEP I built up a strong network of media contacts and developed a good understanding of how political media works. I would like to put that knowledge at the service of the party in this role.
- I've been a Green Party member for 30 years and believe I have developed sensitive political antennae and sound political judgement during that time.
- I have worked with and researched cooperatives and would use this experience and knowledge to help rebuild some of the party's structures that have not worked as well as they could of late.

What I would seek to achieve as External Communications Coordinator:

- Work with the media team to develop the party's media strategy with clear but achievable targets for media appearances, press releases, and self-generated content like reports;
- Engage proactively with media gatekeepers to ensure that the Party has access to the media platforms our electoral support merits;
- Help to build us a strong reputation in particular areas extending beyond the stereotypical green issues;
- Reactivate the regular media mailing and add pro forma press releases that can be tweaked to local context;
- Build on and extend the useful platform provided by Green World.

In addition I believe I have the experience and skill to fulfil the other vital roles the post entails:

- Oversee the production of party election broadcasts in consultation with the leadership and media team;
- Recruitment, training and development of media staff, something I have undertaken in my MEP role;
- Respond urgently to unforeseen communications crises, something I have undertaken in my MEP role;
- Ensure that the list of press spokespeople is used to build credibility for a wider range of diverse and authoritative voices across the party;
- Work with the CEO to oversee the political focus of the media team;
- Convene the Campaigns and Communications Committee and raise the profile of our campaigning activity;
- Continue to serve on Political Committee