

# **GNSO PR Officer - Roles & Responsibilities**

## **Background**

The GNSO Council Small Team on Communications (hereafter “the Small Team”) agreed to develop a strategic communications plan for the GNSO Council, which issued its [Final Report](#) on 26 February 2024 that was approved by the GNSO Council on 6 March 2024. The Small Team put forward two substantive recommendations for new mechanisms to enhance the GNSO Council’s communications practice: 1) appoint a member in the GNSO Council to serve as the Public Relations Officer (hereafter “PR Officer”) to implementing the communications strategy and proposed improvements; and 2) establish a LinkedIn page for the GNSO Council. What follows is intended to outline the roles and responsibilities of the Council member who takes on the role of PR Officer.

## **Objective**

The overall objective of the GNSO Council strategic communications plan is: “To promote the success and progress made through the bottom-up, multi-stakeholder policy making process in the GNSO.” That said, the purpose of having a dedicated member from the GNSO Council to serve as the PR Officer is to effectively execute this communications strategy with the support of the policy staff as outlined below.

## **Requirements**

The role of a PR Officer shall be open to the broader GNSO Council on a voluntary basis with a commitment to the role for no less than 1 year from the approved start date and no more than 4 years consecutively. The inaugural member shall serve as the PR Officer until the conclusion of the Annual General Meeting (AGM) of the following year.

Since the PR Officer role is open to the broader Council and not limited to leadership, the individual appointed must maintain neutrality. Thus, the PR Officer is expected to assume a neutral position, refrain from promoting any specific agenda beyond promoting the success and progress of the GNSO Council. The job of the PR Officer is to promote GNSO Council accomplishments made through the multi-stakeholder policy making process such as PDP milestones, key Council decisions, etc. and not positions of any stakeholder, constituency, or any other special interest.

## **Main Responsibilities**

1. The inaugural PR Officer is responsible for establishing a LinkedIn page for the GNSO Council
2. Establish a content calendar for planned postings to the GNSO Council’s LinkedIn page as well as all other GNSO social media platforms
3. Maintain a once per month meeting with staff regarding the GNSO Council’s communications strategy and content consultation
4. Produce at least one post per month on LinkedIn to provide timely updates of GNSO milestones.
5. Ensure that staff cross-post LinkedIn content with previously established X (formerly known as Twitter) GNSO Council Page in a timely manner
6. Other responsibilities including, but not limited to, which best represents the GNSO Council’s success and progress