



Purpose

As a member of the board to contribute to the ASE's development of objectives & effective management and in particular to co-ordinate and lead the Communications team so that the ASE's purposes are achieved.

Summary of Role

To develop a Communications team that has the appropriate mix of experience, personal attributes and communication skills to effectively communicate about the ASE and further the ASE's purpose and objectives throughout Europe while fostering the exchange of ideas between Senators and Senate organisations throughout Europe

- Develop as sense of belonging within the Senators of Europe
- Encourage participation in the activities of the ASE and the European Senate programme as a whole
- Ensure that the ASE uses the most appropriate communication channels and at the appropriate frequency so that Senators have timely information but do not feel 'overloaded' with information about the ASE and its activities
- Raise awareness of the ASE and its activities within the Senators of Europe and the National Senate Organisations
- Support the other board members with appropriate communication to achieve their objectives.

Duties & Responsibilities

- Ensure the ASE Website is easy to use, meets the members' needs, is up to date and is a preferred source of information about Senate activities in Europe
- Ensure the ASE Facebook page meets the members need, is up to date and a favoured destination for European Senators
- Manage all the ASE's social media platforms and make sure they meet members' needs
- Develop appropriate direct communication channels so that the ASE can communicate directly with all Senators in Europe
- Co-ordinate with the Editor of the European Senate Magazine (ESM)
- Where appropriate conduct surveys to identify the Senate's status
- Make sure the Communications team is aware of other ASE projects & initiatives
- Attend and contribute to ASE Board meetings
- Produce reports for ASE Board meetings
- Act as Ambassador to several countries
- As a Member of the Board
 - Foster a welcoming and inclusive culture within the Senate in Europe
 - Attend a variety of Senate events & functions within Europe
 - Encourage the national Senate leaders and prospects to attend the Presidents' Forums
 - Identify Best Practice that could be shared with other countries and share it with countries that could benefit from it
 - Make sure Senators are aware of the ESM and how to subscribe
 - Identify Senators interested in Europe and encourage them to get involved in the ASE's work.

ASE Purpose:-

- To promote friendship amongst JCI Senators
- To maintain and encourage the formation of contacts among them
- To help create national groups of JCI Senators
- Whenever possible to assist organisers of multinational JCI conferences in arranging special programmes for JCI Senators
- To provide support to LOM and NOM members of JCI whenever it is sought
- To encourage greater participation of members in the activities of the Association