



## **POLICY AND COMMUNICATIONS COMMITTEE**

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*Terms of Reference*

## Terms of reference of the policy and communications committee

### **What we do regarding policy**

*The PCC acts as SEAP's sounding board, identifying issues affecting the European affairs profession, drafting SEAP's position on the matter, and formulating statements around the issues with recommendations for action;*

- Draft policy statements and position papers to be circulated to members for approval and commentary.
- Support the board in the prediction of forthcoming EU challenges which SEAP will be required to engage on behalf of its membership.
- Work towards ensuring that SEAP's Manager and designated Board members communicate key messages and concerns effectively to EU decision makers, the media, other interested parties and its membership.



### **What we do regarding communications**

*The PCC works to ensure that the work performed at the committee level with regards to policy is effectively communicated:*

- At an internal level - Communication to board members and members of the association regarding the outcome of discussions had in the PCC.
- At an external level - Planning communications with EU decisionmakers, the media and other interested parties deemed relevant in the context of the work performed with regards to policy.



## **Terms of reference of the policy and communications committee**

1. The committee will provide timely and strategic advice to the Board on issues of policy that affect SEAP and its members' interests. In particular, such advice will focus on matters concerning the treatment or regulation of public affairs professionals by the EU institutions. The PCC will draft policy statements and position papers.

2. The committee will aim to predict forthcoming policy challenges with which SEAP will be required to engage on behalf of its membership. The PCC will give strategic advice to the Board on such issues and on how SEAP can influence the debate.

3. The committee will ensure that SEAP communicates its key messages and concerns effectively to EU decision makers, the media, other interested parties and its membership through:

- Developing a communications strategy and a press kit;
- Ensuring that policy statements and position papers are communicated effectively to all the relevant decision makers;
- Drafting press releases and compiling press packs in relation to key issues;
- Maintaining an up-to-date contact list of relevant journalists and building relations with key journalists in Brussels;
- Ensuring that external communications tools are relevant;
- Ensuring that internal communication tools are relevant;

4. The committee examines, in conjunction with the Board of Directors, ways of raising awareness of the code among new members, within the institutions and the public in general.

5. Any question arising regarding the interpretation of these terms of reference, shall be submitted to the board of directions who will cooperate with the Committee in order to find a suitable solution.

## Note on interactions with board of directors

The committee shall seek to work in tandem with the board of directors in the performance of the tasks outlined in these terms of reference in a consultative capacity. The committee is chaired by one of SEAP's board members, our Vice-President Stefano Marmo. He will coordinate the work of the committee in order to address issues raised by the board of directors, or to develop policy work around issues that the committee decides to take on. All official positions and communications should be circulated by the board of directors prior to any external or internal disclosure.

## Note on applications procedure

Following this year's AGM and subsequent board meeting, SEAP is promoting a re-structuring of its Policy and Communications Committee as a way of promoting the involvement of members in the activities of SEAP beyond the structured AGM's and events.

SEAP is expanding and reforming its Committee **calling all members wishing to be more actively involved in the formulation of policies and communications for SEAP to apply via e-mail to ([manager@seap.be](mailto:manager@seap.be)) until the 5<sup>th</sup> of November**. The application e-mail should contain a brief presentation and motivation.

Applicants will be selected by the board of SEAP to integrate a team of European Affairs Professionals who will have the opportunity to have an active voice in formulating SEAP's policies and communication strategy, working together with fellow EU affairs professionals on identifying priorities for engagement and opportunities to voice the concerns of the EU affairs sector.

We are confident this hands-on experience will provide a further opportunity for those wishing to get more involved in the process of SEAP and in the world of European affairs, and we welcome applications from all SEAP members.

SEAP's PCC will be chaired by our Vice-President and Board Member, Mr Stefano Marmo, Policy Manager at AmCham EU. SEAP's PCC is accepting applications from all members of SEAP wishing to participate in the work of the committee on a pro-bono basis. Should the number of candidates be greater than the one desired by the board of directors further selection criteria will be communicated.