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## ROLES OF PROGRAM LEADS FOR THE GREEN ACTION PROJECT

### Media, Marketing & Communication Team:

- Handle all internal and external communication related to the summit, including pre-event, during, and post-event phases.
- Share news and updates across all working teams and regularly coordinate with other groups to keep up with their progress.
- Draft and send emails to partners, volunteers, and other stakeholders.
- Manage all forms of digital, media, and in-person communication.
- Oversee social media platforms and the website, ensuring the creation of engaging content tailored for each platform.
- Collaborate with designers, photographers, and videographers, to produce high-quality multimedia content during the summit.
- Connect with relevant media houses (Radio & TV), to ensure maximum reach of the summit before, during and after.

### Logistics Team:

- Anticipate and procure the resources required for the summit.
- Ensure all necessary logistics are in place for the event.
- Manage the placement of logistics at their designated stations during the summit.

### Programs Team:

- Draft the program line-up for the summit and related activities.
- Identify and liaise with key personnel needed for each session, coordinating with the communications team to ensure their attendance.
- Work closely with the logistics team to ensure that all sessions are fully equipped with necessary materials.
- Assign responsibilities to team members for the event and ensure effective teamwork.
- Attend rehearsals at the venue to finalise the run-through of the event.

### Monitoring & Evaluation Team:

- Develop a strong framework for monitoring, inspection, and evaluation of summit activities.
- Monitor progress, expenditures, and key milestones to achieve summit goals.
- Propose improvements to the logical framework where necessary.
- Develop impact indicators and metrics for measuring the success of the summit.
- Assess the sustainability and long-term impact of the outcomes.

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### **Strategic & Implementation Team:**

- Devise and execute strategies related to the operational process and project implementation.
- Develop the structural framework to help the summit achieve its growth and long-term objectives.
- Engage with internal stakeholders to promote change and secure the necessary support.
- Analyse strengths, weaknesses, and opportunities to improve the summit's operations.
- Assist in the monitoring and evaluation of activities to enhance overall efficiency.

### **Organization & Coordination Team:**

- Collaborate with the project coordinator to ensure smooth execution of summit tasks.
- Responsible for procuring equipment and supplies needed by team members.
- Oversee project workflows, ensuring deadlines are met.
- Schedule regular meetings with team members, the project manager, and stakeholders.

### **Fundraising and Sponsorship Team:**

- Secure funding and sponsorships for the Green Action Summit.
- Develop effective fundraising strategies and campaigns.
- Build and nurture relationships with potential donors, sponsors, and financial supporters.
- Manage and coordinate fundraising events and activities.
- Work in alignment with other teams to ensure all efforts align with the summit's mission and goals.

### **Community Engagement Team:**

- Cultivate relationships with local communities, organisations, and stakeholders to foster collaboration.
- Engage with the summit's target audience to promote awareness and participation.
- Develop outreach strategies and materials to ensure broad community involvement.
- Coordinate community-led initiatives and activities, fostering inclusion and diversity in summit programming.