

PUBLIC PROFILE

1. GL seeks to build an image that is relaxed and friendly as well as professional and efficient.

Office Communication

Standard forms

2. See samples of letterhead, fax sheet and interoffice memo.

Font

3. The GL font is Tahoma 11.

Dress code

4. Staff dress is casual but tidy for normal office work. Discretion is applied for
5. meetings outside the office, which may command more formal attire. The emphasis should be on appropriate, neat, presentable wear that embodies the spirit and ethos of GL.

Official GL logo and its use

6. Stationery with colour letterhead should only be used for posted documents. The official GL logo and letterhead will be available, in template form, on the P drive of the internal computer network system.

Correspondence from GL

7. All correspondence from GL to political figures or persons at management level shall be signed by the CEO, in his/her absence the DP or the respective unit manager.
8. All correspondence from GL to public functions shall be approved by the CEO and in his/her absence the DP or the respective unit manager.
9. All correspondence that commits GL to public positions or financial commitments of any kind shall be signed by the CEO in his/her absence the DP after discussing contents with CEO.

Time focus

10. GL is committed to punctuality, complying with deadlines and respecting the time which both internal and external stakeholders have at their disposal.

Courtesy

11. GL is committed to being efficient and professional in its dealings with the public, who at all times must be treated with dignity and courtesy.

Queries

12. Front office staff will conduct themselves in a pleasant and professional manner at all times.

13. The switchboard and reception area must be attended to during office hours. It is the responsibility of the HRA to ensure that another member of staff is available to assist if necessary.
14. All enquiries to GL shall be responded to in a timely manner and during the same day received, whether by phone or E Mail. If in doubt, refer the query to EA, who will either direct or respond accordingly.
15. The receptionist shall be responsible for ensuring that there is an answer phone that this is switched on after hours. When there are major events taking place that involve GL, a cell phone contact number shall be provided in the answer message.

Internal Communication

Gender Linked E-newsletter

16. An internal monthly newsletter, distributed to GL Offices, GL Board and other networks as deemed fit. This will update and appraise on developments within GL

Staff and Cyber Dialogue Meetings

17. Unit and department meetings are held at least fortnightly or more regularly as determined by the respective managers. Reports of these meetings shall be routinely submitted to the CEO/DP as appropriate.
18. Staff and Cyber Dialogue/ skype conferencing meetings are held once a month or as appropriate providing staff with an opportunity to interact, share ideas and update each other on programme activities in a relaxed atmosphere. Thus providing an opportunity to clarify unclear areas and for discussing issues that would otherwise cause tension and stress within the organisation.
19. Minutes of meetings are recorded by the Executive Assistant and filed on P Drive

Management meetings

20. Management meetings take place monthly following the generation of the monthly financial and systems reports.

Satellite and field office meetings

21. The CEO and or DP has fortnightly teleconferences with heads of satellite offices.
22. The governance manager has weekly individual skype meetings with field staff, and monthly teleconferences with the full team.

External Communication

Media

23. GL seeks to be transparent and accessible in its dealings with the media. This is achieved by:
 - Avoiding making 'no comment' at all; this breeds suspicion on the part of
 - journalists
 - Being proactive;

- Referring matters to the most competent person.
24. While the GL Board and staff have the right to voice their personal opinions to the media, they must always indicate when they are expressing personal views as opposed to a GL position and balance the voicing of personal views against the imperative to uphold positions of GL.

Press releases

25. All press releases that go out in the GL name shall be authorised by the CEO or in his or her absence by the DP.

Queries on GL positions or GL internal matters

26. Media queries of a routine nature (e.g. details of an event or comment on an issue on which GL has already stated its position in a press release) shall be referred to the DP or an appropriate programme officer.
27. Media queries concerning the organisation or of a policy nature shall be referred in the first instance to the CEO (or in his or her absence the DP) who may delegate the provision of such views or information to an appropriate staff member.

Damage control

28. Any publicity that is damaging to the organisation shall be handled by the Chair and/or CEO.

Opinion Pieces

29. All Board members and staff are encouraged to write opinion pieces.
30. Opinion pieces that go out to the name of GL must reflect positions.
31. Copies of opinion pieces should be sent to the CEO and DP at the time they go out to the media, so that these officials are aware of what may appear in print, and can answer any follow up questions.

Monitoring

32. Any Board or staff member who gives an interview shall report the date, subject and media to whom the interview has been given using the online form in the Monitoring and Evaluation Manual. The Executive assistant shall be responsible for producing and annual media profile report.

Campaigns

33. The CEO/DP shall approve participation by GL in any public campaigns including messages to be projected and shall be kept informed of all developments in such campaigns.

Events and Event Report Forms

34. GL staff who attend the events will be required to submit the online event report back Form. The Executive Assistant shall generate monthly analytical reports based on this data.