

## Code Champion Terms of Reference

---

In 2012, the Dóchas Board approved additional minimum criteria which Signatories to the Dóchas Code of Conduct on Images and Messages (“the Code”) must meet in order to be in compliance with this Code. This decision was made in order to further strengthen adherence to the Code and to address implementation issues identified in the Review of the Code which was conducted in 2011-12.

One of these new criteria requires Signatories to have appointed a ‘Code Champion’ in their organisation.

To assist Signatories in meeting this criterion, this resource provides a template Terms of Reference to give clarity to the role of the Code Champion and to set the minimum scope of action for the Code Champion within the Signatory organisation.

### Role Definition

Through concrete actions, to build a ‘Code culture’ within their organisation and drive adherence to minimum criteria and respect for the values and principles of the Code in all external communications.

### Responsibilities

The key responsibilities for the Code Champion are to:

- Lead implementation of the Code within their organisation.
- Ensure the organisation’s compliance with all mandatory minimum criteria and monitor the organisation’s level of compliance with values and principles of the Code in external communications.
- Build internal capacity to adhere to Code Principles in external communications (e.g. arranging training for staff) and act as resource person advising staff on implementation of the Code and adherence to its values and principles.
- Liaise with management on Code of Conduct issues and inform management of Code of Conduct adherence at least once a year (if applicable).
- Complete (or ensure completion of) the Annual Code of Conduct Questionnaire, participate in the Annual Feedback Meeting for Signatories to the Code of Conduct (or assign a Signatory representative if necessary); and engage, where appropriate, with other Signatory organisations for mutual learning on Code matters.