



# COMMUNICATIONS & PR ADVISER

## Volunteer Role Description

### Remit:

To support the County PR & Communications Teams in all aspects of Communications, PR and marketing (processes, people, training, materials, sharing good practice) for promoting Girlguiding Cymru events to members and non-members and supporting national PR strategies which promote Girlguiding.

### Reporting to:

Chief Commissioner & GGC Delivery Board

### Appointed by:

Chief Commissioner

### Term of office:

Three years, with an additional two years possible if appropriate.

### Purpose of the Role:

An Adviser is a specialist in a particular field of the guiding programme. An Adviser will advise, motivate and communicate information about the specialism to County Teams, giving more girls and volunteers ways to access opportunities for development, challenge and adventure.

Advisers are often responsible for helping to create opportunities for events and take an active part in the wider team. As an Adviser, you will attend meetings and have regular contact with other Advisers, teams at other levels and Leaders.

Communications and PR Advisers give advice to the team on issues around promoting guiding in local media, using promotional materials and developing external relationships. The Advisor will support the Girlguiding Cymru PR & Marketing Officer, County Advisers and coordinators to progress Girlguiding Cymru's strategy.

### Key Responsibilities:

- Provide ongoing support to the Country/Region, County or Division by giving advice and answering specific queries, often by email.
- Demonstrate a working knowledge of and enthusiasm for your specialism.
- Become an expert in your specialism, use your knowledge to solve problems and promote the advantages of your area of the guiding programme.
- Attend level-specific meetings and events as appropriate.
- Administer any applicable training or qualifications in your area of responsibility.
- Keep up to date with new resources and programme initiatives, and use and cascade information as appropriate, communicating to all relevant stakeholders.

- Complete relevant training for the role and ensure the wider team's skills are up to date.
- Promote and protect Girlguiding's external reputation, escalating potential crisis situations to the national PR Team.
- Act as point of contact for the national PR Team and Country/Region communications team.
- Support and advise Communications and PR Coordinators.
- Contribute to progress reports for Trustees.

## **Being Part of Girlguiding**

- Be part of a local Girlguiding community, by attending local team meetings and maintaining a good relationship with other volunteers.
- Develop and maintain clear communications with the local Commissioner and relevant Advisers/Coordinators.
- Maintain clear channels of communication with other members within your designated area.

## **Promoting Girlguiding**

- Promote local, national and international opportunities available within guiding as well as externally, and encourage young members to take part.
- Promote, and encourage members to engage in, different development opportunities available within your area of specialism.
- Learn about the structure of Girlguiding and how your responsibilities and position fit within it.
- Learn about media relations, fundraising and marketing, digital communications and advocacy, and share best practice.
- Be willing to learn about Girlguiding's national and local strategic aims and how these are being delivered locally.
- Be willing to learn about Girlguiding's communications and PR strategy and ways of working.
- Learn about Girlguiding's policies and Code of Conduct.
- Be an ambassador for the values of Girlguiding.
- Represent the Division, County or Country/Region at events where possible.
- Promote a positive image of Girlguiding at public events.
- Familiarise yourself with Girlguiding's key messages and promote these in your external communications.

## **Am I right for the role?**

Girlguiding Advisers and Coordinators provide essential support to help members get the most out of the Girlguiding programme and promote our activities. While we can offer you training and support we would expect you to possess the personal qualities outlined below.

### **Personal qualities**

- An open and approachable manner.
- Reliable and trustworthy.
- Creative and enthusiastic.
- A commitment to ongoing personal development.

### **Skills and abilities**

While these skills and abilities are not essential when starting, they should be developed as part of the role.

- Ability to work as part of a team.
- Excellent communication skills.
- Desire to motivate and inspire girls and young women from a broad range of backgrounds.
- Ability to motivate and inspire adult volunteers.
- Ability to build relationships with external stakeholders, including journalists, potential funders and other supporters.
- Desire to champion Girlguiding's brand and promote Girlguiding to external audiences through a variety of channels.

**Practical support required:**

To be identified and agreed.

Please note this is a volunteer role; this role description does not form part of any contract of employment.