



Growth and Retention Co-ordinator Volunteer Role Description

Remit:

To provide oversight, support and guidance for the development membership growth and retention initiatives across Girlguiding Cymru's counties in relation to girls and volunteers.

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:

To work with the Growth & Retention Officer, County Commissioners and County Growth Co-ordinators to grow guiding, reaching more girls and adult volunteers with the opportunities that Girlguiding has to offer.

Volunteer Role Description

Who can do this role?

You **MUST** be over 18 years of age.

You should already be, a member of Girlguiding (in some cases we may consider non Girlguiding, but this would be on the request **ONLY** of the Chief Commissioner)

Do I need a qualification?

You do not need to have any specific qualifications to become a co-ordinator and you will be provided with training on a particular subject depending on your specialism.

What is the purpose of this role?

This role will be to ensure that all volunteers have access to good quality safeguarding support both in an ongoing advisory capacity and when there is an allegation, concern or incident identified.

What will I do in the role?

The list below outlines the general responsibilities of the Lead Volunteer for Membership Growth & Retention, but you will be working within a wider team and responsibilities may vary.

General

- Support the development of project plans for membership growth and retention in line with the Girlguiding Cymru strategic plan and priorities.
- Support and offer guidance to Counties to help them to understand their priorities and targets for membership growth.
- Use data to understand the current membership profile and to identify areas within the guiding area that need targeted support.
- Promote and champion good practice, national initiatives and new ways of working to the membership, and support implementation at a local level.
- Work with Communications and PR Advisors to ensure that strong and positive messages, supporting Growing Guiding are incorporated into media work.
- Feedback to Girlguiding on the progress of national initiatives and local implementation.
- Contribute to and develop events, resources and initiatives to encourage, support and share good practice in membership growth within your area and share as appropriate.
- Attend Girlguiding membership growth meetings and teleconference calls.

Being part of your local guiding area

- 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, including other Lead Volunteers who interact with Growing Guiding in your area.
- Promote and encourage members to engage in different development opportunities available within your area of specialism.

Being part of Girlguiding

- Be willing to develop good overall knowledge of membership growth and retention, including practical challenges within the Country/Region.
- Be committed to undertaking relevant training.
- Learn about the structure of Girlguiding and how your responsibilities and position fit within it.
- Be willing to learn about Girlguiding's national and local strategic aims and how these are being delivered locally.
- Learn about Girlguiding's policies and Code of Conduct.
- Be an ambassador for the values of Girlguiding.

Promoting 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.

What will Girlguiding do for me?

- Provide a thorough and appropriate induction to the role and organisation.
- Help to develop skills and abilities to perform the role by providing relevant training opportunities (including e-learning where possible).
- Provide guidance via *The Guiding Manual*.

- Provide support and development from fellow volunteers, including a local Commissioner.
- Host meetings and events to share information at a local level.
- Reimburse agreed expenses (agreed locally and may differ around the UK).
- Provide references.
- Provide a clear complaints procedure and support to resolve problems or disagreements.

Am I right for the role?

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, with volunteers and staff.
- Good oral and written communication skills.
- Ability to work with information of a confidential or sensitive nature.
- Good organisational skills.
- Ability to motivate and inspire adult volunteers.

Girlguiding welcomes volunteers of all backgrounds, ages, cultures, faiths and abilities. We are flexible and volunteering can be arranged to fit around a busy lifestyle.

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