



Caring
Challenging Fun
Empowering
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Volunteer Role Description

COMMUNICATIONS AND PR ADVISER

Would you like to use your knowledge and understanding of communications and PR to promote the work of Girlguiding in your local area? Becoming a Communications and PR Adviser could be for you!

Role title:.....BGO Communication & PR Adviser.....

Supported by:.....BGO Chief Commissioner and executive team

Length of time in role: ...3 years + possible extension of 2 years by mutual agreement.

Girlguiding is the leading charity for girls and young women in the UK. Thanks to the dedication and support of 100,000 amazing volunteers, we are active in every part of the UK, giving girls and young women a space where they can be themselves, have fun, build brilliant friendships, gain valuable life skills and make a positive difference to their lives and their communities.

Our incredible volunteers contribute more than ten million hours to guiding every year. Some give us a couple of hours here and there - helping out with driving for trips and holidays, fundraising and events planning, or even doing the annual accounts for local groups. Others give their time as leaders or assistant leaders for units, providing girls and young women with a space where they can be themselves. Whatever your skills and interests, and no matter how much time you have to spare, one of our volunteering roles is bound to suit you.

‘As well as giving the girls amazing opportunities, I feel I’ve also personally benefited from volunteering. It’s really rewarding for me and I feel I’ve achieved something great.’

Lisa, Girlguiding volunteer

BGO COMMUNICATIONS AND PR ADVISER

Level: Country/Region

Who can do this role?

Communications and PR advisers can be any adult over 18 years old. They should already be, or be willing to become, a member of Girlguiding. If possible they should have been, or are living in British Girlguiding Overseas.

Do I need a qualification?

You don't need a specific qualification to become an adviser but you should have enthusiasm for communications and PR. Computer literacy particularly in terms of knowledge of desk top publishing to produce an illustrated newsletter, the ability to edit text and photographs, accurate proof reading and some ability in design would be a great advantage.

What is the purpose of this role?

The BGO communication and PR Adviser is a specialist in their particular field of the guiding programme. The BGO communication and PR adviser will advise, motivate and communicate information about the specialism to our BGO members, 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 BGO communication and PR adviser, you will have regular contact with the BGO Chief Commissioner, BGO executive committee, other advisers in BGO as well as attending meetings with staff at Girlguiding headquarters.

The BGO communications and PR adviser gives advice to the BGO team on issues around promoting guiding largely through the BGO website and social media channels as well as creating and using promotional materials. They are responsible for maintaining communications with the central PR Team at HQ, and for supporting communications and PR coordinators in counties within the BGO Region, where such exist.

What will I do in the role?

The list below outlines the general responsibilities of the BGO communication and PR adviser, but you will be working within the wider BGO team.

General

- Assist and advise the chief commissioner and her team to promote good communications within the BGO membership in so many different parts of the world.
- Provide internal communications through the BGO website. This features details about BGO, its personnel, policies and resources as well as news of events and opportunities
- Provide internal communications through the BGO newsletter (or equivalent). This has news, announcement and photographs from members and is collated and produced three times a year.
- Maintain an active presence on social media. We have accounts on Twitter and Instagram plus a public page and closed group on Facebook.
- Ensure that the website is kept up to date and the information is accurate. We have a webmaster who is responsible for the technical side of maintaining the website but other advisers send their information to the communication and PR adviser for uploading.
- Provide PR support for members possibly needing help with displays, branding, design or general advice.
- Support the raising of awareness of BGO both at home and overseas. Welcome all opportunities to tell people who BGO are and what we do along with the fact that our young members and volunteers are willing and able to take part in UK initiatives.
- Ensure the advance publicity of the BGO bi-annual event and during the event ensure it is recorded photographically and verbally on the website, social media and news bulletin newsletters.
- Demonstrate a working knowledge of and enthusiasm for your specialism.

- Attend the National Comms Directorate meeting at HQ or virtually.
- Be ready to advise commissioners on media enquiries in their area of BGO.
- Act as main point of contact for PR, marketing, digital advocacy and fundraising support and advice within BGO
- Support the Chief Commissioner in promoting and protecting Girlguiding's external reputation, escalating potential crisis situations to the national PR Team.
- Act as main point of contact for the national PR team.

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.
- 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.

Being part of Girlguiding

- 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.

Promoting Girlguiding

- Represent BGO 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 Girlguiding organisation.
- Provide guidance via *the Girlguiding website*.
- Provide support and development from fellow volunteers, including the chief commissioner.
- Host meetings and events to share information at a local level.
- Reimburse agreed expenses (agreed within BGO).
- Provide references.
- Provide a clear complaints procedure and support to resolve problems or disagreements.

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.
- Have computer literacy particularly in terms of knowledge of desk top publishing.
- Accurate proof reading
- Ability to edit text and photographs
- Some design ability.
- 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 (where possible).
- Desire to champion Girlguiding's brand and promote Girlguiding to external audiences through a variety of channels.

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.

