

Linking growth and comms lead

Application pack



EXCELLENCE



ACCESS



VOICE



CAPACITY





Role

To act as a link between members of the growth working group and communication committee, actively contributing to meetings of both teams and identifying opportunities for cross-team working. You'll also help shape our 2020 volunteer recruitment drive by identifying ways to engage members in the campaign.

Along with the lead volunteer for PRAs, you'll act as a point of contact for local membership growth leads and PRAs in the run up to the recruitment drive and help us evaluate the drive afterwards.

You'll be an active user of social media and use it to inspire members to engage with growth-related opportunities, resources and training. And you'll encourage and support other members of the membership growth working group to use social media to promote their respective work strands. Plus, along with the lead volunteer for local growth champions, you will share relevant content on our Growth Champions Facebook group.

Term of Office

The appointment is for 3 years with a further extension of 2 years if mutually agreed with the lead volunteer for membership growth and development working group and lead volunteer for communications.

Responsible to

Lead volunteer of the membership growth and development working group.

Working with

This role will be part of the new membership growth and development working group and the communications committee. In addition to working with volunteers on both groups, you'll work closely with Scottish Headquarters staff team.

Who can do this role?

The growth and communications link volunteer can be any member aged 18+.

Personal Qualities

- A strong understanding and commitment to Girlguiding Scotland's values, aims and objectives
- Good organisational skills as well as good oral and written communication skills
- Friendly and open with the ability to inspire and engage others
- Ability and willingness to work as part of a team
- Enthusiasm for membership growth and retention
- Interest and experience of marketing and communications in a professional or volunteer capacity
- Ability to work remotely with people using email, telephone, Skype, etc.



Responsibilities

- To promote Girlguiding Scotland and Girlguiding
- Attend and contribute to membership growth and development working group meetings (3 per year) and communications committee meetings (3 per year)
- Act as a link between communications committee and membership and development working group to ensure members of both teams are aware of the workings of the other
- Champion the Scottish growth strategy and look for opportunities for joint working between the teams to support this
- Coordinate membership growth input to PRA trainings and other such trainings and events as requested by the chair of the communications committee
- Contribute to membership growth and development working group project teams which would benefit from communications expertise or coordinate input from another communications committee member

Strategic plan strand: Access

Our aim is to make sure more girls and adults from across Scotland can access the benefits of guiding. And we hope that more girls and adults from diverse backgrounds and communities across Scotland will want to join guiding.

How will we do this?

Recruitment and awareness raising and working together by:

- Regularly attend and contribute to 6 face to face meetings of the growth working group and communications committee each year (3 meetings per group)
- Study the minutes of all growth working group and communications meetings to identify any points of potential cross-over/ opportunities to work together
- Identify and raise opportunities for working together at the meetings of the respective groups

What do we want to achieve through this work?

Local growth and communications lead volunteers will be inspired to engage in the 2020 recruitment drive before, during and after. We're keen to increase awareness of growth-related opportunities, resources and training among local volunteers and county lead volunteers. And continue the collaboration between Girlguiding Scotland membership growth and the communications teams

What will you get out of this role?

Your work across the growth and communications teams will develop your team working and communication skills. Your social media expertise will shape the conversation about growth across Scotland and you'll shape the 2020 recruitment campaign. You'll contribute to the growth of Girlguiding in Scotland, offering more opportunities for girls to join.



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How to apply

Applications from across Scotland are welcomed. Please spend a few minutes looking through this pack to learn more about the role. Informal discussions are welcomed from anyone who is considering applying - you can contact guiding development manager Louise Henderson on louise@girlguiding-scot.org.uk or call on 0131 226 4511.

Please complete the application form at the back of this document. Each application needs to be supported by one reference.

Please send your application to louise@girlguiding-scot.org.uk. The deadline for the receipt of applications is midnight on 11 October 2019.



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Application Form

Name	
Membership number (if applicable)	
Contact details	
Current active role(s) in Girlguiding	
Please describe why you are interested in this voluntary role (max 300 words)	



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<p>Tell us about any experience you have of recruiting girls or adults into guiding?</p> <p>(300 words)</p>	
<p>Why do you think it is important to have a strong link between growth and communications teams?</p> <p>(100 words)</p>	
<p>Are you comfortable with the time commitment attached to this role?</p>	
<p>Please include the name and contact details of one reference</p>	

As a courtesy we will also check in with your county commissioner so you may want to let her know you are applying.