

Lead volunteer for communications

Application pack



EXCELLENCE



ACCESS



VOICE



CAPACITY

Welcome

Thank you for your interest in applying to chair a Girlguiding Scotland committee.

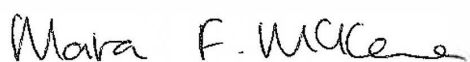
As a Girlguiding member you will already know about the vital role volunteers play in delivering guiding - without you, guiding simply wouldn't happen. That's why we're looking for someone like you to take on this exciting role, so we can continue our work to make a positive impact in the lives of girls and young women growing up in Scotland.

Our committees bring volunteers and staff members together to make sure we're performing at our best across our different areas of work for all our members across Scotland.

If you can lead a team of adults, have got a good eye for detail, a passion for all things guiding, or can work your way around a spreadsheet, then we'd love for you to join us. As a Committee Chair, you'll be an integral part of the team helping develop our organisation - and you'll be supported to develop your own skills as well.

So what are you waiting for? Why not take a look through this pack to learn more about this exciting opportunity - I hope you'll be inspired to submit your application and help us make Girlguiding Scotland even better for our members.

Best wishes,



Moira McKenna

Scottish Chief Commissioner

About Girlguiding Scotland

Girlguiding Scotland is the leading charity for girls and young women in Scotland. Thanks to the dedication and support of 11,500 amazing volunteers, we are active in every part of the Scotland. We give 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.

We are currently delivering our [2019-2021 strategy](#), which focuses on improving access to guiding, delivering excellence through our programme, incorporating girls voices into our work and improving our capacity to deliver for girls and young women. These areas of focus guide all aspects of our work. Over the coming year we will also be aligning our strategy with the new Girlguiding strategy, which launched in March 2020. The Girlguiding strategy focuses on creating exceptional experiences for girls, developing a rewarding experience for volunteers, becoming more inclusive and expanding our impact.

Our vision

An equal world where all girls can make a positive difference, be happy, safe and fulfil their potential

Our mission

Through fun, friendship, challenge and adventure we empower girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community

Our values

Caring, challenging, empowering, fun, inclusive and inspiring

Our volunteer structure



The Communications Committee makes sure that Girlguiding Scotland is proactively promoted externally across Scotland by providing support to counties to do this locally.

The Committee maintains channels for effective internal communications with members and ensures that young members' voices are heard internally and externally across Scotland on matters important to them. The successful candidate will help support the planning process to drive and deliver Girlguiding Scotland's vision. This is a significant Trustee role which celebrates Scottish guiding's positive impact on society.

Role

In partnership with the Communications Manager you'll:

- Champion effective internal and external communications as a key priority for Girlguiding Scotland and follow strategic direction given by the Trustees
- Inspire and proactively manage the volunteer members of the Communications Committee and the projects they undertake
- Provide leadership and guidance, and develop effective working relationships with county commissioners and their local volunteer teams to provide support and practical help
- Ensure that Girlguiding Scotland is a platform for girls' voices to be heard at all levels about matters that are important to them
- Work with the senior volunteers and staff to ensure that communication and promotion of Girlguiding Scotland is embedded in all that we do

Term of Office

The Lead Volunteer for the Communications team is appointed for an initial period of 3 years with an extension of 2 years if mutually agreed.

Who can do this role

The Lead Volunteer for Communications can be any adult member age 18+ who is also eligible to be a Trustee of Girlguiding Scotland.



Lead volunteer for communications

Responsible to

The Lead Volunteer for Communications is a Trustee role, appointed by and responsible to the Scottish Chief Commissioner.

You will work closely with:

Working closely with

- Marketing and Communications Manager and other members of Girlguiding Scotland headquarters staff
- Members of the Communications Committee
- Senior Leadership Team at Girlguiding Scotland
- The Girlguiding Scotland Executive Committee

Personal qualities

- Strong understanding of Girlguiding Scotland's values, aims and objectives as defined in our strategy
- Ability to inspire and engage others to ensure that communication and promotion is embedded across all teams
- Approachable, creative, open minded and flexible
- Articulate and confident speaking to others in a 1-2-1 situation, remotely and in a group setting
- Effective written communication skills and knowledge and ability to use social media
- Able to lead and work as part of a team
- Able to work with information of a confidential or sensitive nature
- Good organisational skills
- Diplomatic and able to handle difficult conversations with tact

An understanding of/previous experience working with communications is desirable.

Responsibilities

- Provide vision and leadership to deliver effective external promotion of Girlguiding Scotland and Girlguiding
- Work in partnership with the manager to prepare proposals, reports and budgets for submission to the executive committee
- Inspire and proactively manage teams of volunteers involved with internal and external communications, and with championing the youth voice
- Maintain close contact with volunteer and staff members of the communications team
- Foster close working relationships with other Lead Volunteers to ensure communication requirements for all projects are understood and embedded from conception
- Proactive member of the Scottish Executive and a Trustee for Girlguiding Scotland
- Proactive member of the Senior Leadership Team
- Become a member of Girlguiding volunteer communications network

Meetings

You will actively engaged in the following:

- Girlguiding Scotland Trustee meetings
- Convening and chairing meetings of the Communications Committee
- Meeting with the Communications Manager
- Senior Leadership Team meetings
- Represent Scotland in relevant Girlguiding networks

Time commitment

The Lead Volunteer role will involve a significant amount of time in the evening and at weekends. It is important that this would be the primary guiding appointment for the post holder during their term of office.

What you'll get from the role

In addition to helping shape the work of Girlguiding Scotland, you will have access to relevant training opportunities and the chance to participate in external events with other voluntary sector or youth work organisations. You'll have a chance to develop your transferable skills through:



Lead volunteer for communications

- Partnership working with staff and senior volunteers
- Managing teams and projects
- Stakeholder communication and engagement
- Budget setting and monitoring
- Engaging with other third sector organisations
- Learning from other countries and regions
- Writing and reviewing reports
- Strategic development and planning

Through all of this you will have the support of the senior volunteer team and your staff partner.

How to apply

Applications from across Scotland are welcomed and should be supported by a reference. 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 - for more information on this please contact Alison@girlguiding-scot.org.uk. You can download the application form [here](#), once completed please send it to the same email address. The deadline for the receipt of applications is midnight on 31 August 2020.