

**Girlguiding Scotland**

**Public Relations Adviser remit**

As Scotland’s leading charity for girls and young women, we passionately believe in helping girls to speak out and become a powerful force for good in their communities.

You will play a vital role in bringing the fun and adventure of guiding to life by sharing our members’ amazing stories and helping girls’ voices to be heard.

Through your work you will show the outside world the difference guiding makes to girls’ lives – changing people’s perceptions of our charity and encouraging new supporters.

**The official bit**

Public Relations Advisers are appointed by and responsible to their County Commissioner. This is normally for three years, with the potential to extend to five – but this is negotiable with your County Commissioner if necessary.

**Support**

You’re not alone! All Public Relations Advisers will benefit from regular training, masses of free guidelines and support on the Girlguiding Scotland and Girlguiding websites, a dedicated social media network to offer support and share ideas and fun optional events like workshops and Q&As. Girlguiding Scotland’s Marketing and Communications (MarCom) team is also available for advice or a chat.

**What you’ll do**

* Get out there and champion great communications, from how to write a press release to nifty ideas for tweets.
* Make sure you and everyone else are aware of the communications guidelines, templates and information available from Girlguiding Scotland and Girlguiding UK.
* Make sure everyone is aware of Girlguiding Scotland’s brand and key messages and stick to them whenever they communicate about guiding.
* Proactively identify and make the most of opportunities to gain County-level media coverage, eg: newsworthy events or great local stories and case studies.
* Ensure all media releases, articles or blogs sent to local or regional media in your County have a strong and clear story and are well written and on-brand.
* Proactively identify and make arrangements for the gathering or commissioning of content which could be shared across County and Girlguiding Scotland channels. This could include photos or videos of girls going on a trip, quotes from event participants, asking girls to write blogs or sharing top tips.
* Keep Girlguiding Scotland’s MarCom team in the loop on local stories, events and activities and share any great content (photos, videos, quotes from girls, case studies) with us.
* Ensure all contact with the national media goes through Girlguiding Scotland’s MarCom team in the first instance.
* Make Girlguiding Scotland’s MarCom team aware of anything happening at a local level which could pose a risk to guiding’s reputation.
* Ensure any online profiles such as websites and social media are engaging, up-to-date and consistent with Girlguiding Scotland’s brand and key messages.
* Contribute to the annual Girlguiding Scotland publicity action plan by coordinating and delivering local communications on priority initiatives, in line with templates and guidance provided for each activity.
* Coordinate communications and branding for Growing Guiding activities.
* Spread the word about your role in your County and build strong relationships with members and volunteers in order to do the above!

**Skills and experience**

* Articulate and confident at speaking and presenting to others.
* Able to write clear and compelling copy.
* Great at building relationships with people and persuading others.
* A good understanding of at least one of the following would be desirable:
  + PR, media relations or journalism
  + Social media
  + Design
  + Photography
  + Website design
  + Marketing or advertising
  + Campaigning

**A few more things**

You don’t need to be a member of Girlguiding Scotland in order to do this role.

This role isn’t necessarily about DOING everything yourself but about having an overview of communications in your County. For example, you don’t need to be the one who goes to every newsworthy County event to take photos – instead you could brief someone on how to take great pictures and make sure they are shared on social media and sent to the press quick-smart.

The focus of this role is on external-facing communications – those that reach outside the guiding community. We want to ensure you focus your firepower on those communications which get more new people interested in and involved in our work. That said, the more we stick to our brand and messaging and follow good communications practice – even in the handout for your County annual event – the more people will get to know and use it.