

Girlguiding Scotland

**Lead volunteer for membership
engagement and member
communications**

Role description and information



Girlguiding
Scotland

girlguidingscotland.org.uk

About Girlguiding Scotland

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

We show girls from 4 to 18 a world of possibilities big and small. One where every girl can laugh and learn and be herself.

Girlguiding is what each girl wants it to be. It might be the thrill of doing something for the first time. Songs around a campfire. The buzz of getting a new badge. Coming home exhausted and full of stories. It's a space where she can be herself, get creative, explore, and most of all have fun.

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.

Rainbows

Rainbows welcomes all girls from 4 to 7 years old coming together to play, learn and have tons of fun in a colourful, safe space.

Brownies

Brownies welcomes all girls from 7 to 10 years old for non-stop fun, learning and adventure.

Guides

Guides is a relaxed, welcoming space where girls can have fun, learn and be themselves with good friends from 10 to 14 years old.

Rangers

Rangers is a space where girls from 14 to 18 can get together to have fun, learn more, give back, hang out, and just be themselves.

Welcome

Thank you for your interest in applying for this volunteer role.

Volunteers are at the heart of Girlguiding – without you, guiding simply wouldn't happen. Our volunteers help us in all sorts of ways, from running and supporting units, through to county roles, to being trustees. Our mission at Girlguiding Scotland is to inspire and empower girls all across Scotland and our volunteers are key to achieving this.

We're looking for a new lead volunteer for membership engagement and member communications. This role is key to ensuring that the work of the Operational Board considers members' views in developing and delivering our projects.

We'd really encourage you to think about putting yourself forward for this exciting role. By volunteering at a national level, you'll ensure that volunteers are recognised and will impact the lives of thousands of girls across Scotland.

Please take some time to read through the pack to learn more about becoming a Girlguiding Scotland committee member and all the benefits it might bring you personally and professionally, as well as the impact your input could have on the organisation.

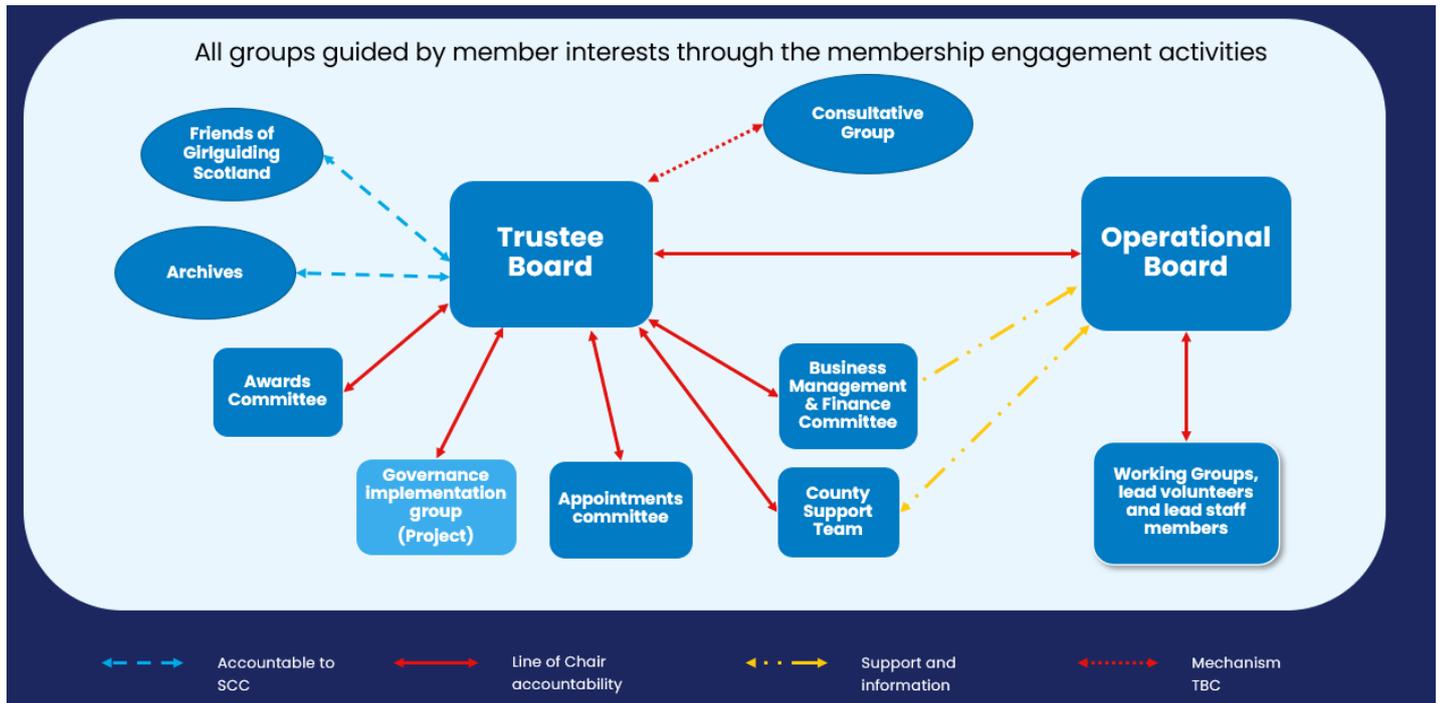
Best wishes,



Elaine Rough

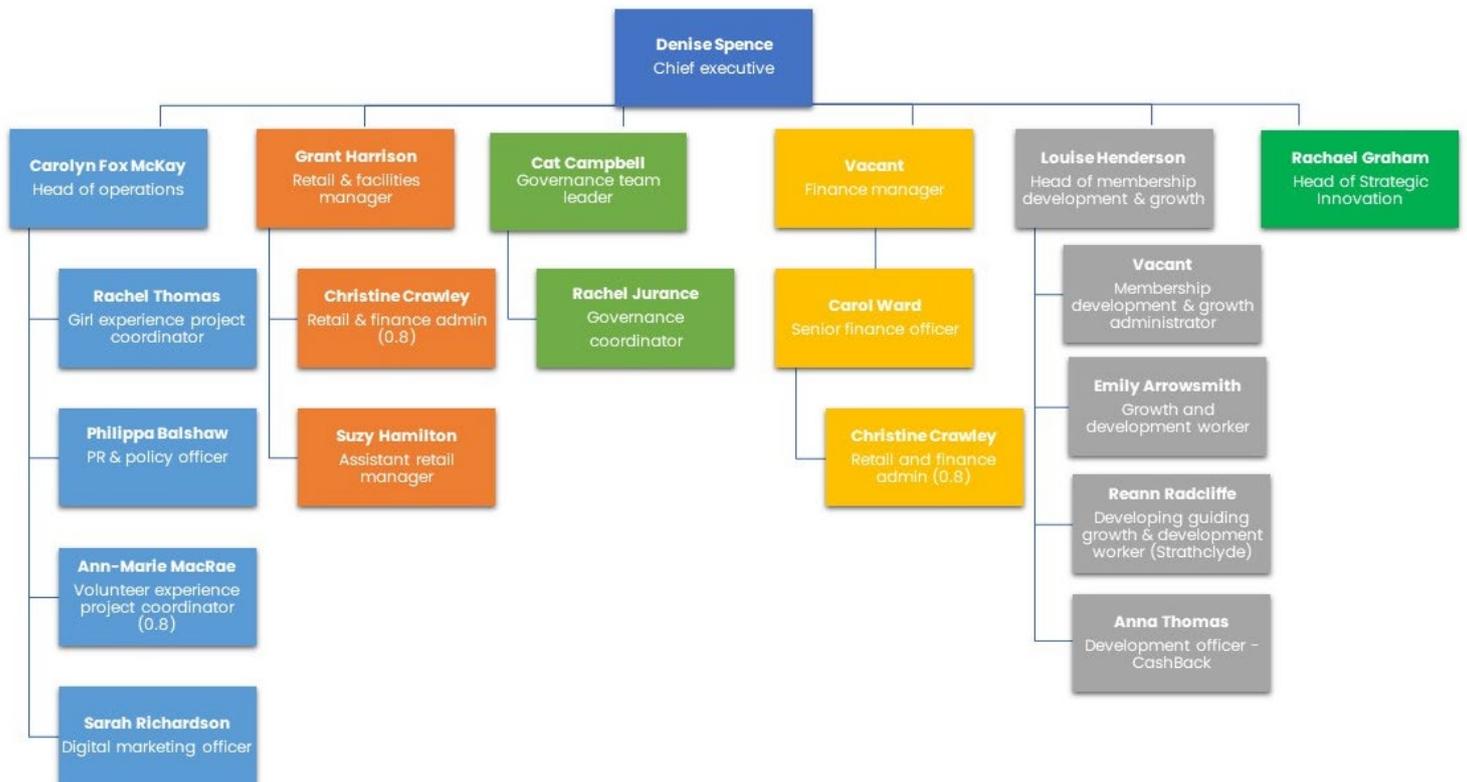
Scottish Chief Commissioner

Our governance structure



Our staff structure

February 2024



The role

In Girlguiding Scotland we strive to engage with our members at all levels. Membership engagement will be present throughout all our processes, planning, delivery and evaluation.

This role is key to ensuring that the work of the Operational Board considers members' views in developing and delivering our projects.

This role reports to the Chair of the Operational Board. From the staff perspective, the role will initially work with the Head of strategic innovation while new membership engagement processes are being created and will then transition to work more closely with staff members responsible for communications.

In this role you will be a proactive member of the Operational Board and contribute to the meetings and work of the board. This board is chaired by the deputy Scottish chief commissioner and is responsible for designing, driving and reporting on the delivery of projects which will help us achieve our strategic goals.

Responsibilities

As Lead volunteer for membership engagement and member communications, you will:

Evidence based planning

- Ensure that from member consultation, and from other relevant sources of information (such as the data and insight hub held by Girlguiding) the varied and different views of young and adult members are considered in the design and delivery of all new projects commissioned and delivered by the operational board.

Systems for gathering views

- Establish and manage ways of gathering the views of young members and adult volunteers to provide feedback on proposals from the operational board.
- Co-ordinate member consultation plans across all teams so that all consultation is efficient, representative and avoids consultation fatigue.
- Liaise with the Scottish Chief Commissioner team to understand and engage with the views of the County Commissioners.

- Help ensure that the views of the Scottish Consultative group feed into operational plans.

Keeping in touch when projects are live

- Ensure that there are clear connections established for those projects being managed by the Operational Board and the relevant county postholders who have an interest in them and that the flow of information and engagement works well.

Support for other volunteers

- Support the Lead Volunteer to run the peer support network for the county PRAs.
- Assist with the development of the volunteer pool and advise on best practise of staying in touch with those who are registered in it.

Promoting member engagement

- Be the champion for membership engagement in Girlguiding Scotland.
- Provide a link to Girlguiding on membership engagement and member comms and attend any meetings as required.
- Encourage other levels of Girlguiding in Scotland to adopt good practice in membership engagement by contributing to Scottish trainings and events, either personally or by supporting other volunteer teams.

Induction, training, and support

- All lead volunteers are given an in-depth induction to the work of the operational board. You'll have the opportunity to meet with other lead volunteers and staff members from across the Scottish team.
- We know that for a number of volunteers, this may be the first time that they've held a role like this. You'll have lots of support from your staff partner and deputy Scottish chief commissioner. If you would like, we can arrange for an experienced lead volunteer to be your 'buddy' as you settle into your role and for you to have access to other role-specific training.

Practicalities

- You'll talk with your staff partner/s most weeks. This can be done remotely and will involve discussing how project teams are getting on, identifying any issues, and developing strategies to overcome them.

- You'll also check in with the volunteer leads of any project teams you're overseeing regularly, attending their meetings if additional leadership or support is required.
- The Operational Board will meet approximately five times per year. These meetings will be a combination of face-to-face meetings in Edinburgh and remote meetings, typically lasting half a day and taking place on a Saturday. There will always be the option to join a meeting remotely if required.
- There will be instances when additional "sprint" meetings are required to discuss specific topics. These will usually be held via online meeting.
- In addition to attending the meetings, preparation time will be required. This may involve preparing a report or paper and will involve reading the agenda and any papers circulated in advance.
- Expenses for travel & subsistence may be claimed. We can provide the resources that you need to help you with this.
- For the duration of this appointment, this role should be your primary role in guiding, taking precedence over any other guiding commitments you may already hold.

Most of our lead volunteer roles are for a period of three years with a possible extension. However, we can offer flexibility around the length of term – we realise that some people may not wish to commit to taking on a role for a period of three years.

Principles of working together

Underpinning the ways of working together is the principle that all people and groups in Girlguiding are part of one team. This means that:

- We are inclusive – we work together to create an environment where everyone feels an equal sense of belonging and is free to be themselves – whoever they are and wherever they're from. We value and celebrate difference and represent the diversity of the communities we seek to serve.
- We are open and collaborative – we uphold the principle of co-production so that everything we do is designed and delivered with users – whether volunteers, girls or wider society. All key stakeholders are identified and informed or involved from the start of any piece of work so together we achieve the best possible outcomes in the most efficient way.

We put girls at the centre – we are ambitious on behalf of our girls, young women and volunteers and challenge every activity that doesn't support the Girlguiding

mission. Regardless of role, function or level, all members of one team focus on the common good, and how we can best use our collective resources to deliver what girls tell us they want and need.

Your profile

At Girlguiding Scotland, striving to be an inclusive and impactful organisation is at the heart of what we do. We recognise that being a great lead volunteer isn't just about the skills that you can bring to the table, but also the unique perspectives that come from your background and life experiences.

The key skills and attributes that we're looking for in our Lead volunteer for membership engagement and communications are:

- Excited to be part of shaping the future and responding to challenges.
- Eager to champion the experiences of all members at Scottish level.
- Happy to talk with groups of young members and adult volunteers.
- Have an interest in looking at information and extracting the key insights and trends.
- Able to understand the bigger picture for the benefit of members and potential members across Scotland.
- Approachable and open minded, and enjoys working with others.
- Committed to our values.

We're for all girls and we want Girlguiding Scotland to be a safe and welcoming space for every person that wants to join us. Our lead volunteers should be as diverse as the girls that we support and inspire which is why we encourage applications from people of all backgrounds. In particular, we would welcome applications from disabled people and individuals from ethnic minority groups.

If you need support to help you apply or need this information in a printed or other format, please let us know in advance so that we can ensure appropriate arrangements are made.

How to apply

If you would like to have an informal chat, please get in touch with Cat Campbell, Governance team lead on governance@girlguiding-scot.org.uk who can arrange

for you to have a chat with Sarah MacNeil, Deputy Scottish chief commissioner, or Denise Spence, Chief executive.

To apply, please email recruitment@girlguiding-scot.org.uk your full name, membership number, and the names and contact information for two referees. These should be current members of Girlguiding, ideally at least one of whom will be from a level above you, for example your local or county commissioner. Please include the role title (Lead volunteer for membership engagement and member communications) in the subject line of the email.

In addition to providing this information please also answer the two questions below.

Q1. Why are you interested in this role? (350 words max)

Q2. What skills and experiences do you have to offer? (350 words max)

Please note that as part of the recruitment process, we will look at your GO record to check role history, training, qualifications, and awards. Girlguiding Scotland values inclusivity, and so we welcome requests for support or reasonable adjustments during the recruitment process. If you need any support to complete your application, then please get in touch on 0131 609 0203 to discuss how we can support you.