



Communications officer

Application pack

35 hours per week, permanent
£27,500 per year

Welcome from our CEO



I am so pleased that you are interested in joining our team. This is a really exciting time to join Girlguiding Scotland. With nearly 40,000 young members powered by 9,000 volunteers we are the largest charity for girls and young women in Scotland. Girlguiding Scotland has been around for over 100 years and we have much to be proud of in that rich and vibrant history, but we know that to remain exciting and relevant to young people we must continually evolve.

In 2024/2025, we are excited to that our staff team is growing to enable our ambitious strategy to be delivered. You can read more about our strategy on pp 4-5 of this application pack.

We'll deliver a vibrant offer for members including international adventures, a safari park takeover, and leadership opportunities. For our adult volunteers we're increasing the support available both on and offline. We're continuing to embed new, more agile ways of working to ensure we're giving our members the very best support.

Girlguiding Scotland is committed to promoting diversity, inclusion and equal opportunities. We welcome requests for reasonable adjustments in our recruitment process so if you need help to complete your application in an alternate format please let us know.

For our staff, girls and volunteers, we want Girlguiding Scotland to be a place where everyone is welcome, is free to be themselves, and has an equal sense of belonging – whoever they are and wherever they're from. We are committed to employing and supporting a diverse workforce and welcome applicants from all backgrounds. In recognition of this we are accredited with the LGBT Youth Scotland charter at silver level.

After reading the application pack I hope you feel inspired to apply to join us. If we can provide more information or support to help you apply, please contact:

recruitment@girlguiding-scot.org.uk.

Best wishes,

A handwritten signature in black ink that reads "Denise Spence".

Denise Spence
Chief Executive



About Girlguiding Scotland

Girls can do anything.

We help every girl discover this for herself, whether she's 4 or 18 or in between. All girls have a home at Girlguiding – whoever they are, and wherever they are. This is a place where she can be herself, get creative, explore, and most of all have fun. Where she'll make special friends and do things she never thought she could.

Girlguiding is what each girl wants it to be. She can choose her own path through our activities and events. It might be giggles in sleeping bags. Songs around a campfire. The buzz of getting a new badge. The sound of thousands of excited girls at their very own music festival. The thrill of doing something for the first time. Coming home exhausted and full of stories and having made new friends.

We help girls think big and be bold. We catch them if they stumble and encourage them to try again. We show them a world of possibilities big and small. We're for girls, with girls, led by girls. We're Girlguiding.

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 – Inspiring

Our sections



Rainbows welcomes all girls from 4-7 years old for play, learning and tonnes of fun in a colourful, safe space



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



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

Our strategy

1.1 Shared goals for Girlguiding & Girlguiding Scotland

Unrivalled
girl
experiences



By 2030 more girls and young women will have had a Girlguiding experience which meets their evolving needs, is girl-led and builds their confidence and wellbeing. We'll tackle gender inequality through positive outcomes for girls and society.

Rewarding
and flexible
volunteer
experiences



By 2030, we'll attract more volunteers to our fun and flexible opportunities, so we reach more girls. Slicker processes and digital tools will make volunteering easier.

Inclusive,
impactful
and visible



By 2030, we'll reach girls from all backgrounds and work with partners, communities and schools to be more accessible to girls. We'll be known widely for our impact on girls across the UK.

Sustainable
and efficient



The best way to do brilliant things, is by getting the basics right. We're going to build strong foundations, including: strong structures and processes; empowering girls to lead the way and; new ways of working.

Girlguiding Scotland's priorities, 2023 – 2028

Recognising the vital role of volunteers in delivering our mission

Enquire

We'll increase our visibility through a range of local and national recruitment and awareness raising activities so more people from a range of backgrounds **enquire** about volunteering with Girlguiding Scotland.

Welcome

We'll support local areas to improve the consistency and quality of the **welcome** new volunteers receive, making it quicker and easier to join Girlguiding Scotland as an adult. We'll also champion flexible approaches to guiding to ensure our offer meets the needs of today's volunteers as well as today's girls.

Stay

We'll deliver unique, high quality girl events that encourage more volunteers to have fun, build friendships and see the difference they make to the lives of girls across Scotland. We'll also celebrate our volunteers' achievements, encouraging them to **stay** in guiding.

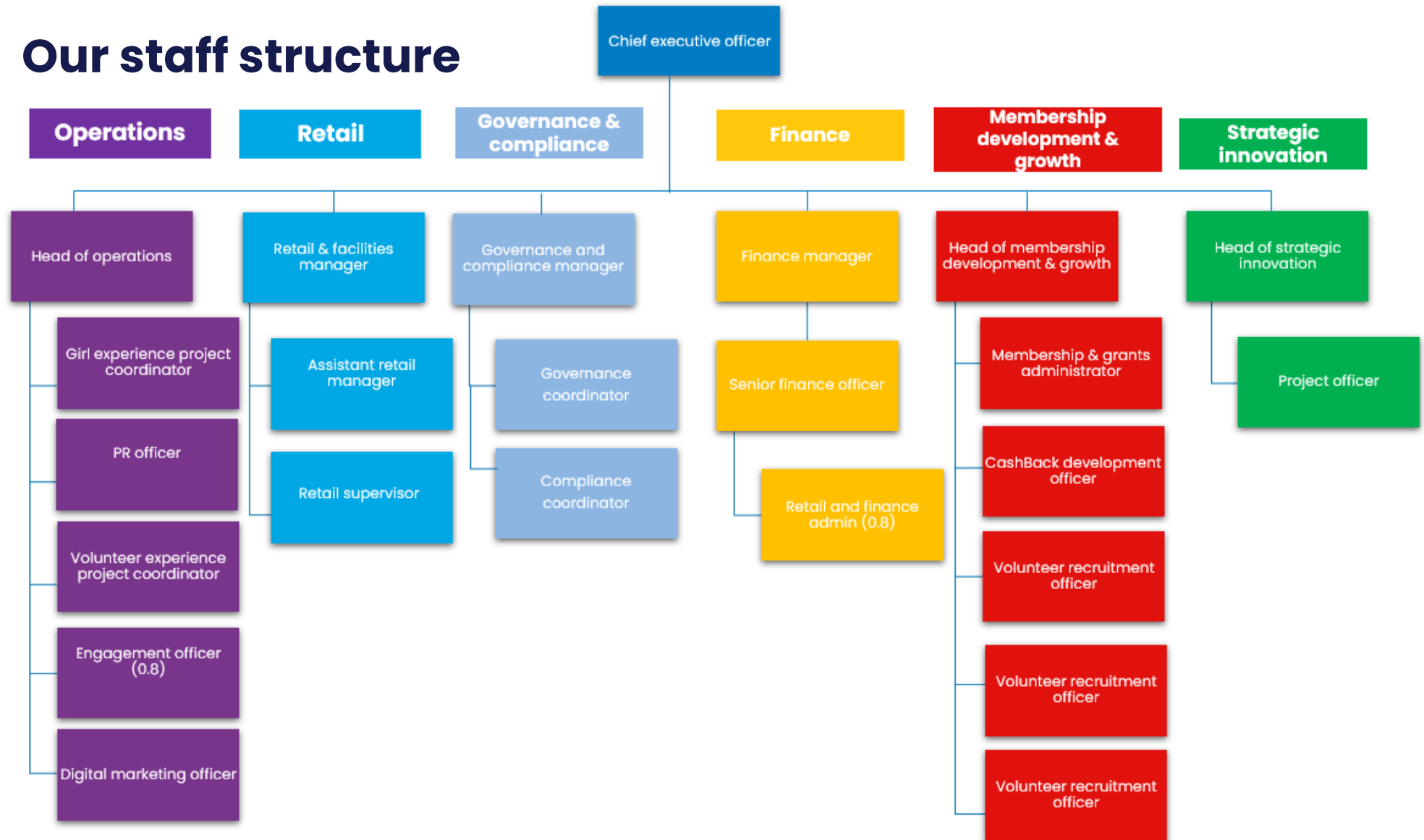
Develop

We'll give all members access to leadership opportunities and training, so they **develop** new skills and gain confidence. Our existing volunteers will develop in their roles and more of our young members will progress to adult volunteering, helping to build our future volunteer workforce.

The Essentials

We'll ensure we're **efficient, compliant** and **well-run**. We'll lead by example and support our counties, districts/ divisions and units to follow charity best practice and meet their responsibilities with regards to Girlguiding policies and procedures, and the law.

Our staff structure



Communications officer job description

Overall purpose

- To promote visibility of guiding in Scotland to external audiences by developing engaging content in written, visual and audio formats
- Working alongside the digital marketing officer to support effective internal communications
- Lead on supporting a network of local communications volunteers to increase external visibility and support internal communications
- To coordinate our new ambassador programme
- To work with Girlguiding HQ teams on national visibility campaigns and other comms activity
- To work with Head of Operations to provide support for crisis communications

Main areas of responsibility

- Coordinate the collection and presentation of stories that can be used in planned campaigns to
 - encourage girls and volunteers to join us
 - build awareness and engagement with the charity amongst key audiences
 - ensure advocacy campaigns have a high media profile locally and nationally
 - challenge and change perceptions about the charity
 - promote internal initiative and opportunities
- Lead our professional communications support for counties (local areas) across Scotland to increase the volume of high-quality media coverage in local media, by:
 - leading a programme of training and peer support opportunities for our network of communications and PR volunteers across the country
 - identifying opportunities for national campaigns and initiatives to be promoted regionally and locally

- identifying opportunities to proactively place local stories linked to events and activities
- Launch and project manage the delivery of a new external ambassador project, identifying and cultivating relationships with a range of role models for girls
- Work with the head of operations and digital marketing officer to plan, develop and deliver a programme of engaging content aligned with Girlguiding Scotland's aims
- Actively engage with colleagues across the organisation to develop ideas, providing advice, develop content and support campaign planning to engage and influence a range of stakeholders.
- Ensure girls' voices are at the forefront of our media work and source a programme of media opportunities for a diverse range of girls in Girlguiding
- To lead on a proactive programme of commentary on relevant issues in the public eye by monitoring the media and social media to maximise opportunities to promote Girlguiding Scotland's work and particularly girls' voices.
- To respond to inquiries from journalists and prepare clear verbal and/or written statements and brief and prepare spokespeople as appropriate
- To write integrated media and PR plans and evaluate coverage and impact against objectives.
- To brief and accompany spokespeople to media opportunities
- Be brand aware and support the management and development of Girlguiding Scotland's brand to ensure all communications content is reflective of mission, vision and values.

Other

- To commission and project manage Girlguiding Scotland publications and marketing materials as required.
- To participate in the out-of-hours rota for the 24 hour emergency PR phone (approximately 1 week in 3)

Additional Information

To undertake any other duties that may reasonably be required to fulfil the duties of this post.

Person Specification

Skills	
Excellent written skills with the ability to tailor for various audiences	Essential
Ability to create compelling stories and identify and place national and regional media stories with journalists	Essential
Ability to build constructive relationships with a broad range of internal and external stakeholders	Essential
Able to work under pressure	Essential
Excellent attention to detail and experience of proof-reading and/or sub-editing	Essential
Ability to show excellent judgement about the message, tone and content of all Girlguiding Scotland's communications	Essential
Keen attention to detail	Essential
Excellent organisational, time management and prioritisation skills	Essential
Microsoft 365 proficient, including Teams, Outlook, Word, Excel, and PowerPoint	Essential
Experience of...	
Strong media relations and/or PR experience and a good track record either in an agency or in-house	Desirable
Developing communications plans and implementing a wide range of communication activity effectively	Essential
Using website content management (Wordpress)	Desirable
Producing simple design work using Canva etc.	Essential
Developing and delivering first class national, regional and local PR campaigns across a wide range of media	Essential
Running reactive media commentary programmes	Desirable
Integrating PR, advocacy and digital strategies	Desirable
Proactively approaching new people, making connections and securing contacts	Desirable
Internal communications	Desirable
Personal qualities	
Commitment to the values of Girlguiding Scotland	Essential
A confident self-starter who acts on their initiative	Essential
Self-awareness and empathy.	Essential
Excellent time management with the ability to meet tight deadlines, manage multiple projects and work at pace.	Essential

Employment details

Contract type

This is a full-time (35 hours per week), permanent post. The post holder will at times be required to work additional hours – including evenings and weekends – for which time off in lieu (TOIL) will be available. Overtime is not paid. We're open to flexible working and are happy to have a discussion about how this post can work for you.

Location

Here at Girlguiding Scotland we have adopted a hybrid work model that supports a blend of in-office and remote working, with our usual office days on Tuesday and Wednesdays. We're based at Girlguiding Scotland HQ, 16 Coates Crescent, Edinburgh EH3 7AH.

Salary

£27,500 per year

Holiday entitlement

28 days' paid holiday per annum plus bank holidays

Probationary period

The post will be subject to a probationary period of 3 months

Notice period

The notice period required by both parties during the probationary period is 1 week. After successful completion of the probationary period the notice period will be 4 weeks or 1 week for each complete year (up to a maximum of 12 weeks), whichever is greater.

Criminal record check

Girlguiding Scotland is committed to safeguarding and promoting the welfare of children and young people. The successful candidate will be required to undertake appropriate criminal record checks.

How we value our people

Learning and development

We are committed to supporting our staff through a variety of methods including coaching, mentoring, e learning, shadowing and individual courses.

Flexible working

We are committed to ensuring that our staff has a good work-life balance and offer a flexible working environment. This can be discussed with your line manager on an individual basis.

Contributory pension scheme

In addition to the government's auto enrolment pension, we offer a generous organisational pension.

Volunteering support

Staff who volunteer with Girlguiding or other organisations are entitled to 5 days of paid volunteer leave a year.

Employee assistance programme

We have an employee assistance programme provided by Health Assured. It is free of charge and offers confidential, independent help, information and guidance to all employees and their immediate family.

How to apply

Please complete our application form here:

<https://www.girlguidingscotland.org.uk/about/jobs-at-girlguiding-scotland/job-application-form-communications-officer/>

The closing date for applications is **24 September 2025**. Please note applications received after this date will not be considered.

If you would like to have a conversation about the role before applying please call Carolyn Fox McKay on 0131 226 4511.

We anticipate that interviews will be held 6 and 7 October 2025.

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 to discuss how we can support you.