

Girlguiding Scotland

**Lead volunteer for young member
recruitment**

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 Girlguiding Scotland member to take up the newly created role of lead volunteer for young member recruitment. The role will help Girlguiding Scotland support volunteers in areas where there is a need to recruit girls to ensure units remain open or where extra support is needed to respond to long waiting lists.

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 Girlguiding Scotland's strategy is fit for purpose 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 Girlguiding Scotland's lead volunteer for young member recruitment 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,

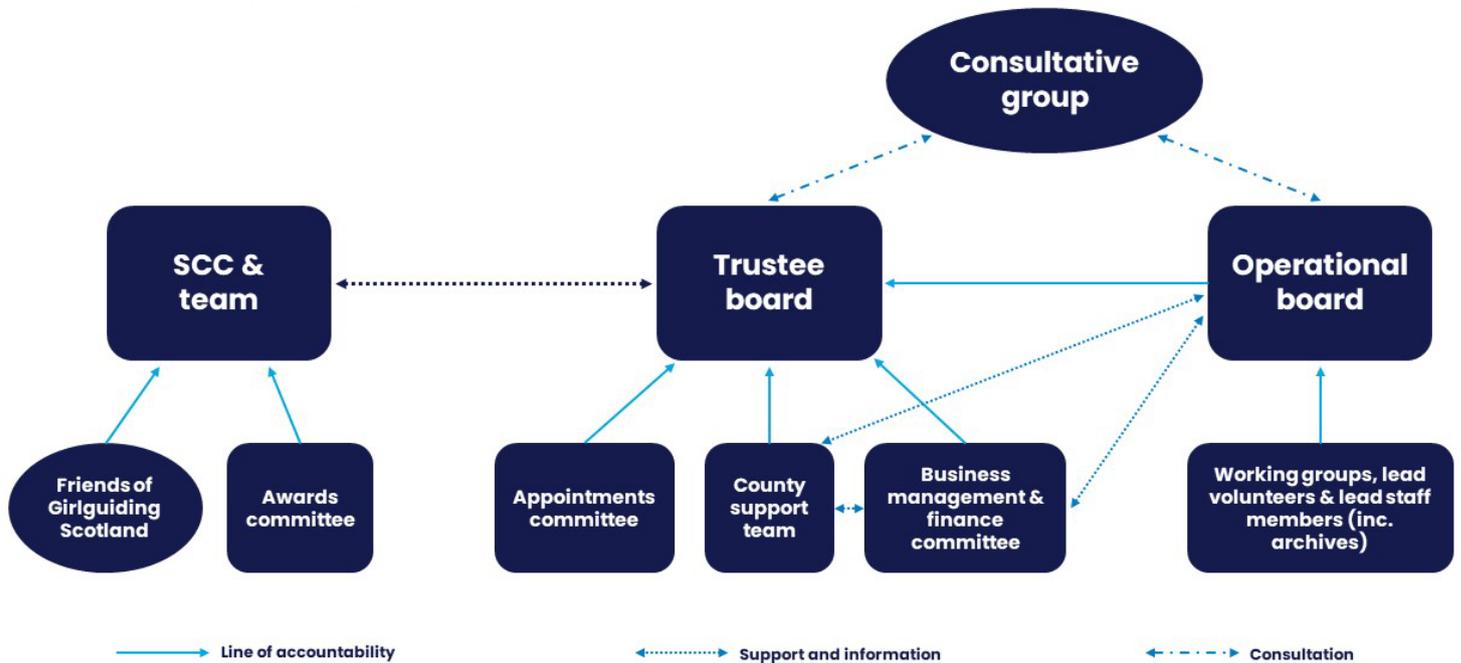


Elaine Rough

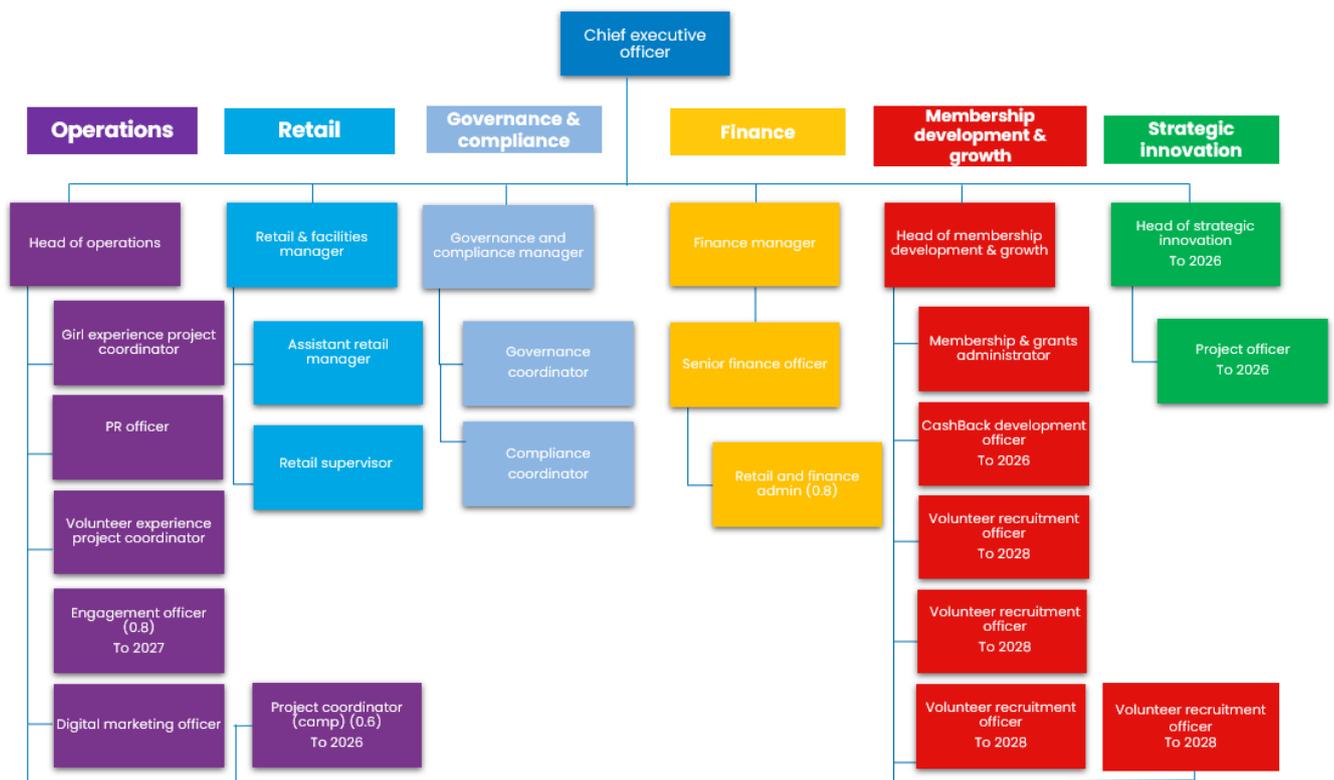
Scottish Chief Commissioner

Our governance structure

All groups guided by member interests through the membership engagement activities



Our staff structure



The role

We know from our 2025 unit recruitment needs survey that there are units across Scotland without waiting lists. These units need help to recruit girls now and for the future to ensure they can remain open for years to come.

We also have more than 8,000 girls aged 4+ on waiting lists. There are lots of different ways we could bring some of these girls into Girlguiding. This could be by growing our current units or by opening new ones. It could also be by doing things a bit differently – like meeting fortnightly or monthly, at weekends or only during the school holidays.

This new role will help Girlguiding Scotland to support local areas to take the action that best meets their specific needs.

Responsibilities

- You will provide 1-2-1 advice to local volunteers seeking support and guidance with all matters relating to young member recruitment. We'll provide you with a Girlguiding Scotland email address for this purpose.
- You will gather case studies from across Scotland to showcase practical examples of effective girl recruitment, flexible approaches to unit guiding and/or good waiting list management.
- You will review Girlguiding Scotland's resources and suggest where updates or further promotion would be beneficial.
- You will work with staff and other volunteers to generate content for Girlguiding Scotland's Ignite Hub, website and newsletters.
- You'll develop ideas and proposals for future projects.
- You will also contribute to meetings of Girlguiding Scotland's county membership network. These meetings bring together growth and enquiry coordinators from across Scotland. The group meets on Zoom approximately 6 times per year on a weekday evening for 1.5 hours.
- You will represent Girlguiding Scotland in the UK-wide Girlguiding growth network, attending meetings which are specifically focused on growing the

number of girls in guiding. These meetings take place online approximately every other month on a weekday evening for 1.5 hours.

Reporting and accountability

You will report to the lead volunteer for membership development and growth and work closely with our lead volunteer for warm welcome. You'll also work alongside our membership development and growth staff team including our team of volunteer recruitment officers.

Induction, training and support

- All of our volunteers are given an in-depth induction to the work of the organisation and introductions to other volunteers and staff members. Participation in the induction programme is a necessary part of taking on this role.
- Training will be provided to ensure that all volunteers are able to fulfil their roles and responsibilities.
- We will continue to provide support and development opportunities throughout your time in the role.

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're 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 our 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 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 young member recruitment are:

- Membership of Girlguiding
- Committed to our values
- Experience in **one or more** of the following areas:
 - Recruiting young members (through social media, community events or other means)
 - Providing opportunities for new young members to join (eg. opening new units, flexible guiding such as weekend, holiday or hospital-based guiding)
 - Managing young member waiting lists
 - Using GO data to create a local growth plan
 - Engaging with girls on the waiting list
- Capacity to be proactive and involved between meetings to progress pieces of work that will help local volunteers welcome more girls into Girlguiding
- Enthusiasm for social media and a willingness to contribute to online content (such as Facebook lives, short videos or blogs) with support from our staff team
- Ability to think of the bigger picture for the benefit of members and potential members across Scotland
- Approachable and open minded, and able to work with others

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 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 people with disabilities 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 so that we can ensure appropriate arrangements are made.

What you'll gain from this role

You'll have access to relevant training opportunities and the chance to participate in meetings and events with volunteers from across the UK-wide Girlguiding network.

You'll also have a chance to develop your transferable skills through:

- Being part of a team of passionate and committed volunteers and staff.
- Helping local volunteers develop solutions to recruitment-related challenges.
- Creating content for publication on Girlguiding Scotland's website, newsletters and social media platforms.

The practicalities

You'll meet with Susan Brown, lead volunteer for membership development and growth and/or Louise Henderson, head of membership development and growth at least once a month. This can be done remotely.

Expenses for travel & subsistence may be claimed. We can provide the resources that you need to undertake this role.

As this is a new role, it is initially offered for a period of 12 months with the option to extend for a further 12 months by mutual agreement.

How to apply

If you would like to have an informal chat, please get in touch with Susan Brown (Susan@girlguiding-scot.org.uk), lead volunteer for membership development and growth or Louise Henderson (Louise@girlguiding-scot.org.uk), head of membership development and growth.

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.

To apply please email Louise@girlguiding-scot.org.uk your full name, membership number, and the names and contact information for 2 referees. 1 of your referees should be a current member, from a level above you, for example your local or county commissioner.

In addition to providing this information please also answer the 2 questions below.

Q1. Why are you interested in this role? (500 words max)

Q2. What knowledge, skills and experiences can you bring to the role? (500 words max)

Please include the role title (lead volunteer for young member recruitment) in the subject line of the email.

Please note that as part of the recruitment process, we will look at your GO record to check role history, training, qualifications, and awards.