



**Caring**  
**Challenging Fun**  
**Empowering**  
**Inspiring Inclusive**

## Volunteer Role Description

### COMMUNICATIONS AND PR ADVISER

Would you like to use your knowledge and understanding of communications and PR to promote the work of Girlguiding in your local area? Becoming a Communications and PR Adviser could be for you!

**Role title:**.....

**Specialism:** .....

**Supported by:**.....

**Suggested time commitment:**.....

**Length of time in role:** .....

**Location:**.....

**If you are interested in this role:**.....

Girlguiding is the leading charity for girls and young women in the UK. Thanks to the dedication and support of 100,000 amazing volunteers, we are active in every part of the UK, giving 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.

Our incredible volunteers contribute more than ten million hours to guiding every year. Some give us a couple of hours here and there - helping out with driving for trips and holidays, fundraising and events planning, or even doing the annual accounts for local groups. Others give their time as Leaders or Assistant Leaders for units, providing girls and young women with a space where they can be themselves. Whatever your skills and interests, and no matter how much time you have to spare, one of our volunteering roles is bound to suit you.

**‘As well as giving the girls amazing opportunities, I feel I’ve also personally benefited from volunteering. It’s really rewarding for me and I feel I’ve achieved something great.’**

Lisa, Girlguiding volunteer

# COMMUNICATIONS AND PR ADVISER

**Level: Country/Region**

## **Who can do this role?**

Communications and PR Advisers can be any adult over 18 years old. They should already be, or be willing to become, a member of Girlguiding.

## **Do I need a qualification?**

You don't need a specific qualification to become an Adviser and you will be provided with training on a particular subject depending on your specialism.

## **What is the purpose of this role?**

An Adviser is a specialist in a particular field of the guiding programme. An Adviser will advise, motivate and communicate information about the specialism to the Division, County or Country/Region Team and other guiding members, giving more girls and volunteers ways to access opportunities for development, challenge and adventure.

Advisers are often responsible for helping to create opportunities for events and take an active part in the wider team. As an Adviser, you will attend meetings and have regular contact with other Advisers, teams at other levels and Leaders.

Communications and PR Advisers give advice to the team on issues around promoting guiding in local media, using promotional materials and developing external relationships. Advisers at Country/Region level are responsible for maintaining communications with the central PR Team at HQ, and for supporting Communications and PR Coordinators in Counties within their Region.

## **What will I do in the role?**

The list below outlines the general responsibilities of an Adviser, but you will be working within a wider team and responsibilities may vary with the different Adviser specialisms.

### **General**

- Provide ongoing support to the Country/Region, County or Division by giving advice and answering specific queries, often by email.
- Demonstrate a working knowledge of and enthusiasm for your specialism.
- Become an expert in your specialism, use your knowledge to solve problems and promote the advantages of your area of the guiding programme.
- Attend level-specific meetings and events as appropriate.
- Administer any applicable training or qualifications in your area of responsibility.
- Keep up to date with new resources and programme initiatives, and use and cascade information as appropriate, communicating to all relevant stakeholders.
- Complete relevant training for the role and ensure the wider team's skills are up to date.
- Manage a local budget, liaising with the level Treasurer and Commissioner as necessary.
- Act as main point of contact for media enquiries in your Country/Region.
- Act as main point of contact for PR, marketing, digital advocacy and fundraising support and advice in the Country/Region.
- Promote and protect Girlguiding's external reputation, escalating potential crisis situations to the national PR Team.
- Act as main point of contact for the national PR Team and Country/Region communications team.
- Support and advise Communications and PR Coordinators.

### **Being part of your local guiding area**

- Be part of a local Girlguiding community, by attending local team meetings and maintaining a good relationship with other volunteers.
- Develop and maintain clear communications with the local Commissioner and relevant Advisers/Coordinators.
- Maintain clear channels of communication with other members within your designated area.

- Promote local, national and international opportunities available within guiding as well as externally, and encourage young members to take part.
- Promote, and encourage members to engage in, different development opportunities available within your area of specialism.

### **Being part of Girlguiding**

- Learn about the structure of Girlguiding and how your responsibilities and position fit within it.
- Learn about media relations, fundraising and marketing, digital communications and advocacy, and share best practice.
- Be willing to learn about Girlguiding's national and local strategic aims and how these are being delivered locally.
- Be willing to learn about Girlguiding's communications and PR strategy and ways of working.
- Learn about Girlguiding's policies and Code of Conduct.
- Be an ambassador for the values of Girlguiding.

### **Promoting Girlguiding**

- Represent the Division, County or Country/Region at events where possible.
- Promote a positive image of Girlguiding at public events.
- Familiarise yourself with Girlguiding's key messages and promote these in your external communications.

### **What will Girlguiding do for me?**

- Provide a thorough and appropriate induction to the role and organisation.
- Help to develop skills and abilities to perform the role by providing relevant training opportunities (including e-learning where possible).
- Provide guidance via *The Guiding Manual*.
- Provide support and development from fellow volunteers, including a local Commissioner.
- Host meetings and events to share information at a local level.
- Reimburse agreed expenses (agreed locally and may differ around the UK).
- Provide references.
- Provide a clear complaints procedure and support to resolve problems or disagreements.

### **Am I right for the role?**

Girlguiding Advisers and Coordinators provide essential support to help members get the most out of the Girlguiding programme and promote our activities. While we can offer you training and support we would expect you to possess the personal qualities outlined below.

#### **Personal qualities**

- An open and approachable manner.
- Reliable and trustworthy.
- Creative and enthusiastic.
- A commitment to ongoing personal development.

#### **Skills and abilities**

While these skills and abilities are not essential when starting, they should be developed as part of the role.

- Ability to work as part of a team.
- Excellent communication skills.
- Desire to motivate and inspire girls and young women from a broad range of backgrounds.
- Ability to motivate and inspire adult volunteers.
- Ability to build relationships with external stakeholders, including journalists, potential funders and other supporters.
- Desire to champion Girlguiding's brand and promote Girlguiding to external audiences through a variety of channels.

Girlguiding welcomes volunteers of all backgrounds, ages, cultures, faiths and abilities. We are flexible and volunteering can be arranged to fit around a busy lifestyle.

Please note this is a volunteer role; this role description does not form part of any contract of employment.