



WE DISCOVER, WE GROW

Girlguiding



Caring
Challenging Fun
Empowering
Inspiring Inclusive

Volunteer Role Description

BRANDING ADVISER

Would you like to become an expert in communications and PR to promote the work of Girlguiding in Essex North East? Becoming a branding adviser could be for you!

Level: County

Who can do this role?

Branding Advisers can be any adult over 18 years old. They should already be, or be willing to become, a member of Girlguiding. This would be ideal for a Senior Section member who is considering a career in PR and Marketing. You will need to be able to drive and have access to a vehicle (or have private transport and driver available for you) to enable you to attend meetings and events as part of your role.

Do I need a qualification?

You don't need a specific qualification to become a Branding Adviser and you will be provided with training. However, good literacy skills are highly desirable and access to a PC with email/internet and Word is required. Training will be available to you.

What is the purpose of this role?

We are looking for a Branding Adviser who can support leaders on promoting guiding in the county and advise on correct branding for badges, clothing, posters and other branded material. You will be required to work as part of the county Marketing and Communications team and liaise with Girlguiding Anglia Region M & C adviser to keep leaders up to date with communications information.

What will I do in the role?

The list below outlines the general responsibilities:

- Branding Advisers give advice to members of the county on the correct use of Girlguiding branding by giving advice and answering specific queries, often by email
- Responsible for sourcing and maintaining county banners and other marketing resources and liaising with County office staff and M & C team to recognize requirements
- Demonstrate a working knowledge of and enthusiasm for your specialism (branding & marketing)
- Become an expert in your specialism, use your knowledge to solve problems and promote guiding
- Attend exec meetings (when required by your team)
- Recognise and locate relevant branding and promotional opportunities and set up stands and attend events when required
- Attend relevant trainings and update days/online meetings and ensure the wider team's skills are up to date
- Keep up to date with new resources and programme initiatives, and use and cascade information as appropriate, communicating to all relevant stakeholders
- Manage a local budget, liaising with the County Treasurer and Commissioner as necessary.
- Act as point of contact for marketing enquiries in the county
- Promote and protect Girlguiding's external reputation, escalating potential crisis situations to the Region / national PR Team.

General adviser info

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 Divisions and County 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 organization
- 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.

How to apply

Please email pr@girlguidingsexne.org.uk with your name, membership number (if you are already a member of Girlguiding) and details on why you would be a fantastic member of our Marketing and Communications team.

