

Volunteer Role Description

PHOTOGRAPHER

Would you like to join our enthusiastic Marketing and Communications team to promote the work of Girlguiding in Essex North East?

Level: County

Who can do this role?

Photographers can be any adult over 18 years old. 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 undertake this role.

What is the purpose of this role?

To take photos of Girlguiding activities and events across the county as required, following guidelines set out by the Commissioner or event organiser.

Photographs taken will be used to promote what girls and volunteers do within Girlguiding and to communicate our brand and values. Photography is a powerful tool in conveying the fun, variety and inclusivity of guiding, and a Photographer should be able to capture this in order to showcase our work locally and nationally.

Photographers will need to provide their own equipment.

What will I do in the role?

Whilst the list below outlines the responsibilities of a Photographer, responsibilities will vary depending on the specific event or purpose for which the Photographer is required.

General

- Take photographs, following the brief provided by Girlguiding
- Work with the Commissioner, Leader or event organiser to be responsible for obtaining and following photo/video consent from members
- Provide images to use on Girlguiding promotion, website or social media
- Communicate Girlguiding values through photography
- Edit/choose photos if required
- Submit images by agreed deadline

Who can do this role?

Photographers 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 a keen and competent photographer and possibly considering a career in the media industry.

Do I need a qualification?

You don't need a specific qualification to become a photographer but you do need to be a competent photographer with the relevant skills and knowledge. Good computer skills are highly desirable and access to a PC with email/internet is required. Marketing training will be available to you.

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. You will be given a set of photographic tasks to complete.

