



# Application Pack

## MEMBERSHIP GROWTH AND RETENTION OFFICER

**Salary:** £27,000 per year

**Hours:** 35 per week

**Annual Leave:** 10 days statutory holiday, 25 days annual leave plus working days between Christmas and New Year.

**Pension:** Through auto-enrolment Girlguiding Ulster currently contributes 4% of your salary and you contribute 4%.

**Parking:** Free parking is available at Lorne Estate. There is also easy access to public transport.

**Reporting to:** Fundraising, Communications and Engagement Manager.

**Contract:** Permanent

**Closing date: Monday 6 January 2025, at 12:00pm**



# Welcome

## Thank you for your interest in joining our team.

We are delighted that you are interested in applying for the role of **Membership Growth and Retention Officer** with Girlguiding Ulster.

Girlguiding Ulster has a small, dedicated staff team who meet the needs of over 1500 amazing volunteer leaders and over 6,000 girls.

Our staff team provide a very varied service to the organisation which is rewarding, interesting and fulfilling. All team members enjoy promoting opportunities for girls and young women throughout Northern Ireland and we hope that you will share in this passion when working with us.

The Girlguiding Ulster strategy is clear. We will deliver an unrivalled girl-led experience, provide rewarding and flexible volunteering opportunities and be an inclusive and impactful organisation.

We are a great employer and hope that you will get a picture of what it would be like to work for us by reading the information in this pack.

We will be delighted to receive your completed application by the closing date of **12pm on Monday 6 January 2024.**

Yours sincerely,



Claire Flowers  
CEO



# About Girlguiding Ulster

**Girlguiding Ulster is a branch of Girlguiding and is autonomous with full decision making and financial powers.**

**Girlguiding** is the leading charity for girls and young women in the UK. Thanks to the dedication and support of our amazing volunteers, we are active in every part of Northern Ireland, 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. We build girls' confidence and raise their aspirations. We give them the chance to discover their full potential and encourage them to be a powerful force for good.

**Rainbows** are girls aged 4 to 7 and follow a programme through which they can take part in lots of different activities with girls their own age.

**Brownies** are girls aged 7 to 10 who become a member of a Six and follow a wide and varied programme. Brownies opens up a world of exciting challenges and the opportunity to try new things and to make brilliant friends.

**Guides** are girls aged 10 to 14 who are given the chance to explore their individual skills and abilities and try out new challenges as part of a team. Girls can get involved in anything from adventure sports to performing arts, travel and taking part in community action projects.

**Rangers** are girls aged 14 to 18 who follow a programme of interest badges, skills builders and awards. Girls can take part in amazing challenges, travel the world and develop skills across our six themes.

Find more information on Girlguiding Ulster at [www.girlguidingulster.org.uk](http://www.girlguidingulster.org.uk)

**Lorne Estate**, the home of Girlguiding Ulster is a well-established residential and outdoor activity centre based in Holywood, Co. Down. We have indoor accommodation for up to 90 guests, camping and glamping pods as well as an exciting range of outdoor activities including zip lining, climbing, archery and bushcraft. You can find more information at [www.discoverlorne.org.uk](http://www.discoverlorne.org.uk)



# Girlguiding Ulster's Strategy

## An unrivalled, girl-led experience

We want to offer experiences that are fun, accessible and empowering so that they inspire more girls, young women and volunteers to join than ever before. So we're going to keep putting girls at the centre of everything we do. Every decision we make, big or small, should be led by our girls and young women.

## Rewarding and flexible volunteering

We want volunteers to enjoy their time with us. We want volunteering to be flexible so it's easier for people to give their time. So, we're going to create opportunities that fit around people's lives. This will give more people the opportunity to share their talents and deliver great guiding to reach more girls and young women.

## An inclusive and impactful organisation

We want Girlguiding to have an even bigger impact and influence on local communities and across Northern Ireland. So we're going to find fresh and exciting ways to welcome new girls and volunteers to make sure our community develops to reflect the world around us. We're going to make more people better aware of Girlguiding by proudly telling the world about our amazing achievements and hero girls' voices.

## Building a sustainable and futureproof organisation

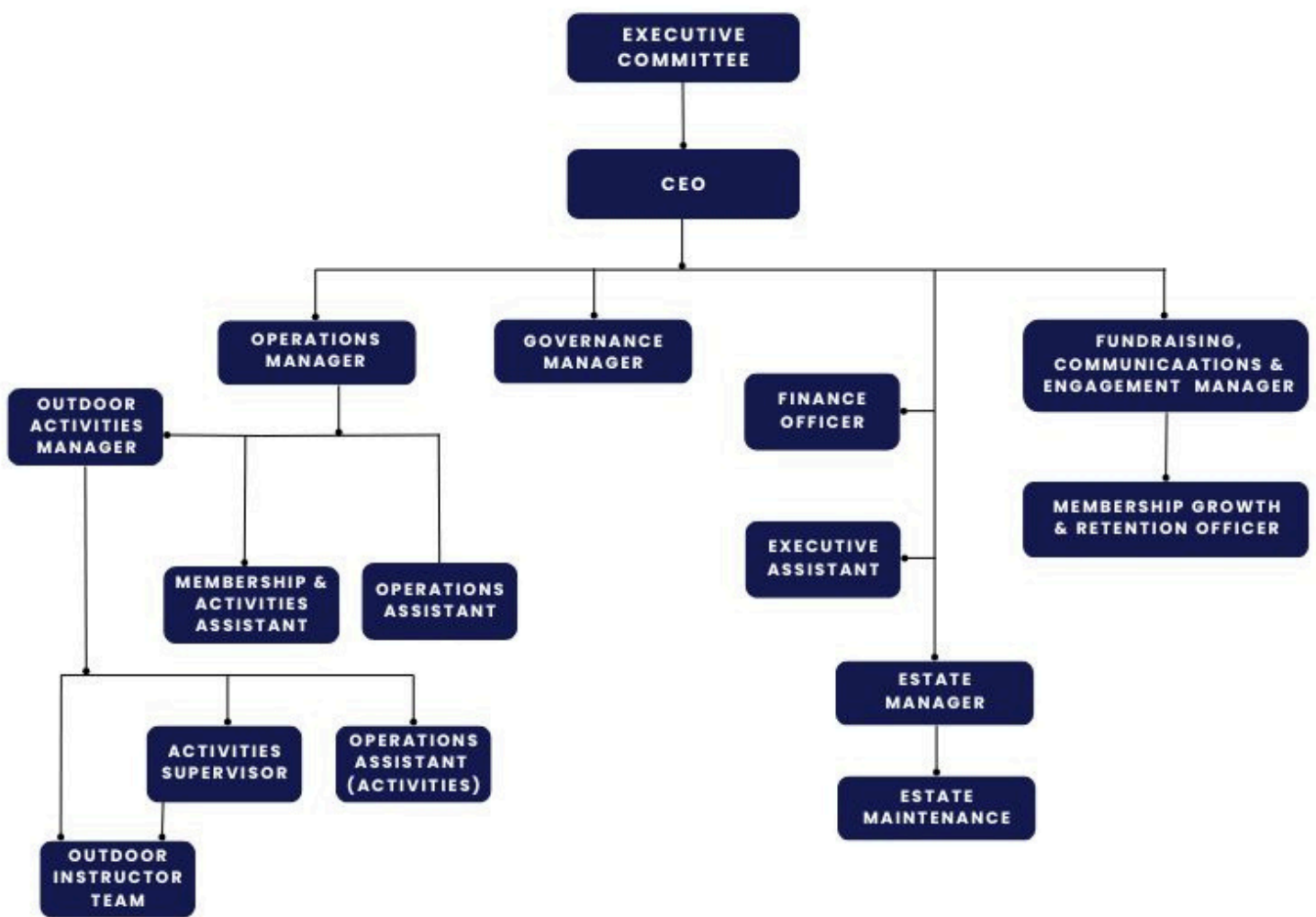
We want to make sure Girlguiding is fit for the future so we can continue to give girls great experiences. We will adapt how our organisation is designed and how we work to be the most effective organisation possible. We want our staff, volunteers and members to become One Team.



# Our Structure

Girlguiding Ulster is overseen by Executive Committee, who are a Trustee Board of volunteers representing each County led by our Chief Commissioner and Deputy Chief Commissioner.

The CEO is responsible for the team of staff ensuring that the work they do follows the direction of the trustees.



# Our Values

At Girlguiding Ulster, our values have been designed to support the achievement of our strategic objectives.

When we designed these values, we gathered employee feedback on the key behaviours that are required from all employees.

We looked at the organisation as it is now and how we can build towards a successful future for Girlguiding Ulster.



As you will see throughout this document we ensure **Environmental, Social and Governance (ESG)** principles are at the heart of our organisation.



## Environmental

Girlguiding Ulster seeks to create a culture in which environmental considerations are implemented into all decisions and activities.

## Social

We are committed to the on-going well-being of our members, volunteers and staff.

## Governance

Good governance by our trustees means we act in the best interests of the organisation ensuring it's future sustainability.



# The Role

## Membership Growth and Retention Officer

<b>Salary:</b>	£27,000 per year
<b>Reports to:</b>	Fundraising, Communications and Engagement Manager
<b>Hours:</b>	35 hours per week
<b>Contract:</b>	Permanent

### Overall Purpose of Job

Girlguiding Ulster is seeking to recruit a full-time Membership Growth & Retention Officer to work in partnership with local volunteers throughout Northern Ireland to grow membership of both girls and young women aged 4-18 and adult volunteers. Youth provision will be increased by opening new and expanding existing Girlguiding units in response to demand.

Work will specifically be focused on recruiting girls and young women aged 4-18 and adult volunteers to deliver Girlguiding's wide programme of activities. We are looking for an enthusiastic and proactive individual to develop, support and deliver area-specific growth plans which will focus on recruiting and placing new adult and young members and also supporting pathways for girls to move through Girlguiding's sections.

As part of the wider Girlguiding Ulster team, the role holder will be expected to share good practice with County volunteer teams and staff, and learn from the experience of others. The role holder should possess a willingness to undertake any training necessary to deliver the aims of the project.

The post holder will spend a considerable amount of time out of the office each week, travelling to locations to meet with local volunteers and community stakeholders across NI.



## ROLE DESCRIPTION

### Main areas of responsibility

- Liaise with Counties to develop County Growth plans based on local area needs, ensuring that there are deliverable tasks which can be measured to assess impact.
- Research existing provision using Girlguiding membership systems and knowledge gathered from local volunteers.
- Identify opportunities for establishing new units where there is no pathway for girls to progress to the next Girlguiding section when they reach the appropriate age and identify the steps required to respond to such opportunities.
- Identify units at risk of closure/with low numbers and identify the steps required to expand such units.
- Produce reports, analyse data and compare trends for internal and external reporting requirements.
- Process Join Us enquiries and waiting list data in line with GDPR requirements.
- Support recruitment campaigns and ensure areas are targeted to meet specific needs.
- Identify opportunities for establishing new units in areas with waiting lists and identify the steps required to establish provision in these areas.
- Promote, support and develop flexible ways of delivering the Girlguiding programme to reach more girls including those from all communities (e.g. online, holiday or weekend units, or units meeting in non-traditional venues).
- Work with local Growth co-ordinator volunteers to organise school, college and university visits for potential recruitment.
- Document progress and provide feedback to Girlguiding Ulster on an ongoing basis.
- Support the completion of relevant monitoring and evaluation exercises attached to this project.
- Administer volunteer long service awards, using data from the Go membership database.





## ROLE DESCRIPTION (continued)

### Main areas of responsibility

- Update Welcome packs for new volunteers and liaise with County Recognition Advisers regarding the distribution of these.
- Deliver recruitment training to volunteers across the four Girlguiding Counties.
- Undertake administrative work related to the role in accordance with Girlguiding Ulster policies and standard procedures.
- Time management. You will be responsible for working with volunteers and staff to determine your work plan. Once this is set you will be expected to manage your own workload and prioritise your time accordingly.

### ADDITIONAL INFORMATION

- You will undertake any other duties that may reasonably be required to fulfil the duties of this post.
- You will be required to work weekends and evenings. Where this time exceeds your contracted hours, time off in lieu will be given.



# The Person

## Criteria

Skills	Essential or Desirable
Computer literate, including experience of Microsoft Teams and CRM/Membership Databases.	E
<p>Excellent communication skills:</p> <ul style="list-style-type: none"> <li>• Written skills to include the ability to produce growth plans, reports and presentations suitable for a wide range of audiences and purposes.</li> <li>• A strong communicator with the ability to tailor messages for different audiences to establish links with external stakeholders including local youth services, schools, further and higher education institutions, community leaders, religious leaders, other youth and voluntary organisations as well as other Girlguiding levels.</li> </ul>	E
Ability to work proactively and on own initiative by managing multiple tasks and meeting deadlines.	E
Ability to collaborate and work as part of a team leading to strong working relationships with Girlguiding Ulster staff and volunteers (including local leaders, commissioners and advisers).	E
Experience of delivering presentations and workshop style events to a diverse range of audiences.	E
Ability to facilitate trainings with volunteers.	E
Ability to work accurately and to pay close attention to detail.	E
Ability to produce reports and analyse data from the Girlguiding Go database in order to produce graphs and charts to identify trends.	E
Ability to adopt a creative approach to the recruitment of adults and young people (including using taster days, school assemblies, community events, etc).	E



## Criteria (continued)

Experience	Essential or Desirable
Experience of youth work in a professional or voluntary capacity.	E
Experience of working closely with volunteers.	D
Knowledge	
Knowledge of and interest in the development of girls and young women.	E
Knowledge of GDPR legislation.	D
Knowledge of guiding and/or youth work in another setting.	D
Knowledge of community networks and issues.	D
Values	
Commitment to the aims of Girlguiding.	E
A positive attitude and ability to motivate and inspire others.	E



# Employment details

## Contract Type

This post is a permanent contract for 35 hours per week. 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.

## Location

This will be a hybrid post working from home, at Girlguiding Ulster HQ in Holywood, as well as travel across Northern Ireland. You may also be required to travel inside the UK on the business of the charity.

## Holiday Entitlement

25 days of holiday per year plus bank holidays. Girlguiding Ulster's offices close between Christmas and New Year, and these additional days are gifted to staff.

## Pension

We'll automatically enrol you into our Workplace Pension Scheme when you have worked with us for 3 months – you contribute 4% and we contribute 4%.

## Medical Information and Access NI

Upon successful appointment you will be required to complete a confidential occupational health questionnaire so we can consider our ability to make any reasonable adjustments where advised.

All members of Girlguiding Ulster staff undertake regulated activity on a frequent basis and therefore require an enhanced Access NI check. Girlguiding Ulster is located at Lorne which is a Training, Activity, Camp and Residential Centre. This means that all staff have the opportunity of being left unsupervised with children and young adults. Outdoor Activity staff are involved in the teaching and training of children and all other staff have the opportunity to be in a supervisory role

Safeguarding and GDPR training is provided to all employees upon appointment.



# How we value our people

## Life Assurance

This cover is provided under a separate policy from the date of joining the organisation.

## Flexible Working

We're committed to supporting you in achieving a great work/life balance.

## Girlguiding or other volunteer leave

We want to encourage our employees to play an active part in their communities and offer up to 5 days per year which can be used to volunteer for Girlguiding Ulster. Alternatively, you can volunteer with a registered charity of your choice for up to 3 working days in a calendar year.

## Employee Assistance Programme (EAP)

Our EAP is free and confidential independent help, information and guidance to you and your immediate family 24/7. It also offers up to eight counselling sessions.

## Car Parking

All employees can park securely at Lorne Estate while they are working free of charge.

## Uniform

All staff are provided with a uniform to wear and can choose from a number of different style options.



# How to apply

Please forward a **C.V together with a covering** letter explaining how you meet criteria detailed in the person specification to [claire@girlguidingulster.org.uk](mailto:claire@girlguidingulster.org.uk). Please ensure your C.V. includes a telephone number that we can reach you on.

A **diverse workforce is important to us** and therefore we request that you complete our Equality Monitoring Form which you can find [here](#).

If you fail to send both a C.V and supporting statement, your application will be rejected.

The closing date is **Monday 6 January 2025 at 12pm.**

Interviews will be held **week commencing 13 January 2025.**

Unfortunately, we are unable to give feedback to candidates not shortlisted for interviews. We do provide verbal feedback upon request to candidates interviewed.

**Girlguiding Ulster values the differences that a diverse workforce brings** and is committed to inclusivity, and to employing and supporting a diverse workforce. While Girlguiding's young members may be women only, our staff team is mixed gender. We welcome applicants from all backgrounds.

Please contact Claire Flowers, CEO if you need any further information or would like to discuss this opportunity: [claire@girlguidingulster.org.uk](mailto:claire@girlguidingulster.org.uk)

