

COUNTY COMMUNICATIONS & PR ADVISER

role information



The **County Communications and PR Adviser** role is an exciting opportunity to be part of the County team of volunteers to deliver good guiding in your County and to ensure that girls have amazing opportunities. This is for a term of **3 years** and is a Girlguiding Ulster **County Commissioner** appointment. You will be expected to attend County Executive along with any ad hoc meetings as required.



As County Communications and PR Adviser what will I be expected to do?

While the County Commissioner leads the County this does not mean that the County Commissioner does everything herself. One of your key duties will be to support the County Commissioner and the County Executive team.

You will be part of a team of Volunteers who will help deliver the County action plan. You will be expected to attend County Executive meetings and report on your areas of work. The members of the County Executive are the trustees of the County and as such, in addition to their own areas of expertise, they will have joint responsibility for ensuring that the County is well run, financially viable and delivering on what the County is expected to do.

As County Communications and PR Adviser your role will include;

- Acting as main point of contact for media enquiries, PR, marketing, digital advocacy and fundraising support and advice in your area
- Promoting and protecting Girlguiding's external reputation, escalating potential crisis situations to the Girlguiding Ulster PR Team
- Acting as main point of contact for the Girlguiding Ulster PR Team and District communications team.
- Administering any applicable training or qualifications in your area of responsibility
- Providing on-going support to the County by giving advice on specific queries
- Keeping up-to-date with changes in policies, procedures and systems



What training and support will be available?

Training available to you will include:

- A thorough induction into your role
- Training to help to develop skills and abilities to perform the role
- On-going support and development from fellow volunteers, including the County Commissioner and the County Team.
- Girlguiding Ulster or your County will reimburse agreed expenses

What skills, knowledge and experience do you need?

Being a great County Communications and PR Adviser involves lots of different skills, but some of the most essential are:

- People skills – being supportive, open, approachable
- Excellent communication skills with the desire to champion Girlguidings brand and promote Girlguiding to external audiences through a variety of channels
- Ability to build relationships with external stakeholders including journalists, potential funders and other supporters
- Ability to work as part of a team with good communication and listening skills – to problem solve and share ideas
- Time management skills – getting things done efficiently and planning



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What will be the benefits to me through taking on the role of County Communications and PR Adviser?

Taking on the role of County Communications and PR Adviser is a great way of learning new skills such as teamwork, leadership skills, budgeting, time management, communication and motivation. If you are in employment then these are also skills which employers want to see and would look great on your CV and make you stand out from other applicants when applying for a new job or promotion.

For those with a large skill set from employment/previous experience, this is a great opportunity for you to use your skills to lead and motivate others sharing your expertise, taking the County forward as well as empowering others to be able to take on this and other key roles in the future.

Overall, this is a great opportunity to do something valuable in your community, meet and work with new people, learn new skills and most importantly have lots of fun!

