

# Provincial Public Relations & Communications Adviser

## Position Description

Updated August 2021

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### **PURPOSE**

To strategize, create, promote, and coordinate positive internal and external communications to inform Members, families, and the community about Guiding – provincially, nationally and globally.

### **ACCOUNTABILITY**

Provincial Council, through the Provincial Member Services Coordinator

### **RESPONSIBILITIES**

- Where applicable in a provincial jurisdiction, is Chair of the Provincial PR/Communications Subcommittee;
- As Chair of the Provincial PR/Communications Sub-Committee:
- Recruits, orients, and mentors members of the sub-committee;
- Fosters a cooperative, collaborative, and supportive environment with sub-committee members;
- Ensures that the sub-committee meets on a regular basis and a record of all meetings is maintained;
- Prepares and monitors the budget for the sub-committee; and
- Identifies any personal learning needs that will enhance performance as the Chair of the PR/Communications Sub-Committee.
- As a member of the Member Services Committee participates in developing strong collaborative relationships with the Membership Sub-Committee and the Training Sub-Committee;
- Maintains current knowledge of GGC, its Strategic Plan, and all marketing and communications policies, procedures, strategies, and protocols for GGC;
- Develops, implements, and monitors public relations strategies to increase public awareness of GGC, its Mission, and membership benefits;
- Develops and promotes positive messaging to the membership that demonstrates organizational pride in the GGC image and supports GGC brand enhancement;
- Encourages, manages, and assists with media relations;
- Supports PR opportunities through press releases, reports, and photos to media outlets;
- Coordinates and plans for paid advertising for Guiding in the Province;
- Monitors media coverage and shares appropriately;
- Promotes special events/celebrations, such as the Provincial AGM, conferences, and award ceremonies, and provides the resources to assist in their occurrence;
- Establishes and maintains contact with relevant agencies, government departments, and other like non-profit organizations that will advance the interests of Guiding in the Province;
- Attends or ensures attendance at trade shows, exhibitions, and other community promotional opportunities to advance product sales and membership benefits;
- Provides oversight of the production of the provincial newsletter, and other provincial publications, including all print, web-based, online, and social media articles, bulletins, and other messaging, ensuring editorial content is current, comprehensive, and timely;
- Monitors the provincial website and administration of the provincial Facebook and other social media sources, updating information releases and monitoring comments;



- Collaborates with provincial staff on the development of the content & distribution of newsletters, eblasts, website information, social media, Style Guide, Brand Standards and Guiding Essentials;
- Ensures compliance with the Visual Identity, Graphics, and Brand Standards; and,
- Coordinates the ordering and circulation of PR materials for the Provincial Council.

### **NS Specific:**

- Monitor the PR budget and approve and sign expense claims as appropriate;
- Liaise with the Area PR Advisers to support the implementation of media campaigns in each area.
- Actively participate in Girl Engagement Forum meetings and attend provincial networking Advisory Conferences, submit reports accordingly and bring forward suggestions and proposals.
- Provide written updates for each Provincial Council meeting and an annual report to Girl Engagement Coordinator;
- Maintains and monitors, at least 3 times weekly, the Provincial PR email and responds in a timely manner;
- Complies with all Provincial Processes.

### **QUALIFICATIONS**

- A commitment to GGC;
- Comprehensive knowledge of GGC's Corporate Identity and Publications Standards; Visual Identity and Brand Standards; Style Guide; and all other marketing and communications protocols;
- High level working knowledge of office based computer programs;
- High level working knowledge of current practices of social media, print media, and other forms of multimedia communication;
- Ability to work with a team and independently;
- Ability to chair meetings;
- Ability to exercise critical, analytical, and decision focused skills;
- Good writing, communication, listening, and interpersonal skills with ability to communicate effectively via various media sources; and,
- Experience in editing is an asset.

### **TERM**

Three (3) years