



PROVINCIAL MEMBERSHIP ADVISER POSITION DESCRIPTION

MISSION

Girl Guides of Canada-Guides du Canada (GGC) enables girls to be confident, resourceful and courageous, and to make a difference in the world.

PURPOSE

To plan, coordinate, promote, and support activities and processes relating to the growth, registration, retention, and recognition of girl and adult Members.

ACCOUNTABILITY

Provincial Council, through the Provincial Member Services Coordinator

RESPONSIBILITIES

- Where applicable in a provincial jurisdiction, is Chair of the Provincial Membership Sub-Committee;
- As Chair of the Provincial Membership Sub-Committee:
 - Recruits, orients, and mentors members of the sub-committee;
 - Ensures that the sub-committee meets on a regular basis and a record of all meetings is maintained;
 - Fosters a cooperative, collaborative, and supportive environment with sub-committee members;
 - Prepares and monitors the budget for the sub-committee; and
 - Identifies any personal learning needs that will enhance performance as the Chair of the Membership Sub-Committee.
- As a member of the Member Services Committee participates in developing strong collaborative relationships amongst the PR/Communications Sub-Committee and the Training Sub-Committee;
- Maintains current knowledge of GGC, the Strategic Plan, and all specifically directed national and provincial membership growth plans;
- Maintains current knowledge of all membership documents, including Code of Conduct, Adult Member Support Modules, Member registration processes, and all award and recognition incentives of GGC;
- Works closely with the PR/Communications Adviser to develop and implement provincial strategies to grow and retain members and to increase public awareness of GGC membership benefits;
- Develops and implements strategies, in accordance with GGC's Statement of Inclusion, for outreach to women and girls of under-represented populations to reduce barriers to membership in GGC;
- Works with provincial staff and volunteers to determine and prioritize locations where membership decreases are significant and develops a specifically targeted growth plan;
- Maximizes use of national and provincial membership resources to support membership growth and retention;
- Arranges and promotes registration and recruitment events within the provincial council jurisdiction;



- Provides oversight of the membership screening process and intervenes where appropriate;
- Provides oversight of response timelines to membership inquiries and responds to/directs inquiries, as appropriate;
- Prepares, presents, and interprets the count data for provincial council;
- Liaises with Trefoil and Link members to encourage membership growth;
- Develops and monitors strategies to inform Members of national and provincial awards and to encourage Members to nominate candidates for awards;
- Provides current information on demographic, social, and economic trends within the jurisdiction of the Provincial Council that informs membership growth strategies;
- Write and submit articles, messaging, and other communications that celebrate GGC membership and encourage growth, retention, and Member recognition.

QUALIFICATIONS

- A commitment to GGC;
- Comprehensive knowledge of GGC's membership documents, including Code of Conduct, Adult Member Support Modules, and Member registration processes;
- Working knowledge of office based computer programs;
- Demonstrated ability to plan interesting and inviting registration and celebration events;
- Ability to work with a team and independently;
- Ability to chair meetings;
- Ability to exercise critical, analytical, problem solving and decision focused skills;
- Good writing, communication, listening, and interpersonal skills with ability to communicate effectively via various media sources.

TERM

Three (3) years