

**Duties:**

- Promote positive internal and external communications for members, families, and the community about Guiding
- Helps to promote, encourage, and assists with Area media relations
- Supports PR opportunities through press releases, reports, and photos to media outlets
- Coordinates and plans for paid advertising for Guiding in the Area;
- Monitors media coverage and shares appropriately
- Promotes special events/celebrations in the Area, such as the council AGM, conferences, and award ceremonies, and provides the resources to assist in their occurrence
- Be a resource for Guiders in the Area
- Promote ANY Council events and activities
- Actively work to increase the scope of PR activities in the Area and at the ANY Council level
- Attend the Provincial PR Committee meetings and participate in the work of the committee
- Be a conduit of information between the Provincial PR Committee and the Area Council and District Councils
- Be a conduit of information from the Area Council to the Provincial PR Committee
- Support the work of the Area Council and spec
- Provide reports to the Area Council and the Provincial PR Committee
- Help in the preparation of the Area and event budgets and ensure fiscal responsibility for their budget areas.
- Liaise with the other Area Advisers
- Chairs and maintains records of any Area PR Committee meetings if applicable
- Maintains communication with the Area Council and Provincial PR Committee