

# Media Mentor Position Description

Updated: June 2019

## Overview

Are you an expert at media relations, marketing, or PR? Are you itching to bring your professional skills to Guiding? Are you looking for a flexible volunteer opportunity? Then you might be a great fit as a Media Mentor for the Wave Makers team!

The Wave Makers is a new group of GGC members (ages 14-23) who act as spokespeople for media and other public engagement opportunities, with a focus on GGC's girl-driven research. Wave Makers are supported by GGC adult volunteer mentors: Adult Allies, who provide in-person support, coordination, and accompaniment; and Media Mentors, who provide remote technical expertise in media and public relations and opportunity-specific coaching.

As a Media Mentor, you support Wave Makers to be effective and empowered spokespeople for GGC. You provide the team with expertise in media relations and offer coaching and feedback to Wave Makers, so they can succeed. Working closely with Adult Allies, and the national Advocacy department, you'll be an essential part of the support structure for Wave Makers.

Media Mentors are currently being recruited to support Wave Makers in:

- Calgary
- Halifax
- Toronto/GTA
- Vancouver

More cities to come in the future!

*Note: Media Mentors do not need to be located in the same city as Wave Makers, but should have, or be able to cultivate, relationships with media in one or more of the above markets.*

## Responsibilities

Wave Makers will act as GGC spokespeople, with a focus on our girl-driven research on issues affecting girls in Canada. They will also take on more general media and public engagement opportunities focused on GGC's role as an organization that has a positive impact on the lives of girls. Media Mentors act as technical experts for Wave Makers, bringing their PR and media knowledge and experience to the team.

Media Mentors provide remote support to Wave Makers before media and public engagement opportunities, including mock interviews. They provide advice and feedback to Wave Makers, debriefing with them after media and public appearances. Media Mentors may also contribute to training and development planning for the team.

Media Mentors will also use their media savvy to identify proactive media opportunities to support GGC's brand relevance at the local level. This includes generating ideas for local media opportunities, providing insights and advice to GGC national staff regarding local and provincial media, and pitching to local media, with the support and approval of GGC national staff. To accomplish this goal, Media Mentors should have connections with local media.

Media Mentors are expected to maintain regular communication with Wave Makers, the national Advocacy department, and fellow mentors, and to actively engage in the Wave Makers online community. They will participate in national conference call meetings and stay apprised of GGC advocacy activities and girl-driven research.

## Time commitment

Media Mentors must commit to a one-year term with the option to renew.

### What you'll do

As a Media Mentor, you'll be asked to commit to the following kinds of activities:

- Attend an annual in-person orientation training (all costs to be covered by GGC)
- Remotely mentor girls on media opportunities and share advice and feedback, as needed
- Provide recommendations for proactive media opportunities to GGC, on an agreed-upon schedule
- Participate in national video conference calls every two months

## Qualifications

Media Mentors are GGC adult members who:

- Have significant professional experience in media relations, communications, PR, or advocacy
- Are eager to bring their professional skills to Guiding and offer insights into the local media markets of Wave Makers
- Have, or be able to cultivate, relationships with media in Calgary, Halifax, Toronto, or Vancouver
- Embody a welcoming, imaginative, courageous, empathetic, and enthusiastic attitude
- Embrace GGC's girl-driven approach and understand and respect girls' ideas and thoughts
- Appreciate and value diversity and inclusivity

Additionally, Media Mentors should:

- Be available to participate in a one-day in-person orientation training – details to be confirmed with successful applicants
- Have the flexibility to provide remote coaching and feedback to Wave Makers before and after media and public engagement opportunities
- Be registered GGC adult members for the duration of the 2019-2020 Guiding year

## Benefits

Benefits of being a Media Mentor include:

- The chance to empower girls and young women and see them become confident spokespersons and leaders
- Applying your professional skills to Guiding to help the movement grow
- Building your skills as a coach and mentor
- Being part of the Guiding sisterhood and forming new friendships with amazing women

