

# Area PR Adviser

## New Brunswick/Prince Edward Island

### Position Description

Updated June 2021

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#### **MISSION**

To be a catalyst for girls empowering girls

#### **PURPOSE**

To promote and support activities relating to Public Relations.

#### **ACCOUNTABILITY**

Area Council and Provincial Public Relations Adviser

#### **RESPONSIBILITIES**

- Liaise between Area Council and Provincial Public Relations.
- Respond to communications in a timely manner.
- Participate in conference calls and Area Advisory Network Conferences.
- Provide the Provincial Public Relations Adviser with an annual report and advise of PR needs in the Area.
- Attend Area Council meetings and provide on going updates for PR activities.
- Ensure that PR activities are carried out in positive, timely, and efficient manner with in the Area.
- Collaborate with the Provincial Public Relations Adviser and Provincial Public Relations Advisory Committee on communication activities to promote Guiding in the Area.
- Seek out fun, interesting and unique activities or stories within your Area and invite local media to attend, take photos and/or interview participants.
- Forward a summary report of activities, copies of any newspaper articles and photos to the Provincial Public Adviser.
- Promote Guiding events through local media.
- Ensure the usage and distributions of PR materials are used proactively in the Area.
- Seek out new ways for girls and leaders to be actively visible in their communities.
- Ensure that planned activities are aligned with the GGC Strategic Priorities.
- Adhere to the Oath of Confidentiality and the Code of Conduct of GGC.

**Media:** Please note the Provincial Commissioner is the official spokesperson for the organization and therefore the only person who can speak on behalf of the organization. Contacts or requests for comments on the Girl Guides from the Media are to be directed to the provincial office.

#### **TERM**

Three (3) Years

