

Social Media Adviser, Provincial Council

Position Description

Updated August 2021

MISSION

To be a catalyst for girls empowering girls

PURPOSE

To manage the Social Media for Guiding in New Brunswick and Prince Edward Island.

ACCOUNTABILITY

Provincial Council, Provincial PR & Communications Adviser, Girl Engagement Coordinator

RESPONSIBILITIES

- Connect and share information via Social Media venues provincially and nationally.
- Increase communications between members both provincially and nationally.
- Monitor provincial website, encourage Advisory Committee updates and advises office of updates and changes.
- Administers the NB GGC Facebook page, updating information releases and monitoring comments.
- Maintains the Girl Guides of New Brunswick Twitter account
- Maintains the Girl Guides of New Brunswick Blog and monitors content
- Encourage and support PR opportunities through Social Media.
- Ensure compliance with Visual Identity and Graphic Standards.
- Inform PR & Communications Adviser about trends in Social Media and seek direction as appropriate.
- Ensures all communication, internal or external are consistent with the mission, vision and values of GGC.
- Create and submit articles, on a regular basis, for inclusion in Coastlines and for posting to the Provincial website and comply with media copyright laws.
- Ensure that planned activities are aligned with the GGC Strategic Priorities.
- Adhere to the Oath of Confidentiality and the Code of Conduct of GGC
- Comply with the "Fundamental Principles for All Committees"

QUALIFICATIONS

- A commitment to and passion for GGC;
- Ability to work with a team and 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;

TERM

Three (3) years

