

Link Liaison

Position Description

January 17, 2025

VISION

A better world, by girls

MISSION

To be a catalyst for girls empowering girls

PURPOSE

The Link Liaison is responsible for fostering engagement, communication, and growth among members aged 18-30, ensuring they feel supported, connected, and encouraged to actively participate in GGC. This role serves as a bridge between Link members and Provincial Council, advocating for their needs and ideas while promoting Link membership and activities.

ACCOUNTABILITY

Provincial Council through the Adult Experience Coordinator

RESPONSIBILITIES

Engagement & Membership Development

- Supports and keeps Link members engaged in GGC's Mission and Vision.
- Encourages active participation of GGC members aged 18-30 through Link membership and activities.
- Promotes the transition of Rangers to adult membership, supporting them through the promotion of Link.
- Encourages Link members to apply for provincial, national, and international events, and participate in training.
- Ensures Guiding is accessible to girls, youth, and Guiders by increasing awareness, understanding, and acceptance of members with special needs, embracing cultural awareness, diversity, and inclusivity in all programming.

Communication & Advocacy

- Facilitates the advancement of ideas and recommendations initiated by or from Link and Rangers members to Provincial Council.
- Makes recommendations to Provincial Council on Link-related matters by researching and advising and facilitates advancement of ideas.
- Provides feedback on ensuring the Link program remains modern and relevant to current needs.
- Champions Link membership within the province and externally to the public.
- Engages with Provincial Council members and Link members using the most relevant and current communication needs.
- Solicits, approves, and submits Link articles to Guidepost, following Provincial Council processes.
- Actively participates in Link Liaison meetings, as scheduled.



Recruitment & Retention

- Increases awareness of Link and encourages participation in Link activities and completion of the Link program.
- Supports the retention of members by engaging and motivating them to stay active in the Link program.

Other Responsibilities

- Completes other duties as assigned by the Provincial Council.
- Collaborates with the National Link Liaison.

QUALIFICATIONS

- Passion for and commitment to Girl Guides of Canada (GGC) and its mission.
- Enthusiasm for increasing and encouraging Link membership.
- Current knowledge and understanding of the Link program and its objectives.
- Strong organizational skills to manage multiple priorities effectively.
- Excellent writing, communication, listening, and interpersonal skills, with the ability to engage effectively across various media.
- Familiarity with Office Suite or a willingness to learn.

EXPECTATIONS

- Meet the 72-hour service standard for responding to GGC related email and phone requests.
- Maintain current knowledge of National and Provincial policies, procedures, and programs.
- Provide written updates as requested by the Provincial Council.
- Ability to build and maintain positive relationships with members, volunteers, and staff.
- Time Commitment:
 - 2-5 hours/week (variable on Provincial Council size).

TERM:

- Minimum of one (1) year commitment (renewable on an annual basis)

