



Public Relations and Member Growth District Representative

MISSION

To be a catalyst for girls empowering girls

PURPOSE

To carry out the Vision and Mission of Girl Guides of Canada-Guides du Canada by promoting and administering the affairs of their Guiding District related to PR and Member Growth. She provides leadership and, in her role, has input into decisions that support the implementation of policies and programs at the District level of the organization.

ACCOUNTABILITY

District Commissioner, her designates, Provincial PR and Membership Advisers.

ORIENTATION AND APPOINTMENT

Interview, orientation and appointment by the District Commissioner or her designates, then elected by District council, for 3-year term beginning on June 1

REQUIREMENTS FOR THE POSITION

1. Registered and enrolled as an adult member of Girl Guides of Canada
2. Have an awareness of Guiding and a willingness to learn more
3. Enjoy, and work well with, adults and within a volunteer organization with a strong commitment to girl engagement and empowerment
4. Comfortable speaking to and promoting Guiding in your communities
5. Preferred experience in public relations or media relations

RESPONSIBILITIES

1. Collaborate and liaise between Provincial Advisers and District Council
2. Promote Provincial and District events, and growth opportunities to the members
3. Ensure that PR activities are carried out in positive, timely, and efficient manner within the District
4. Coordinate Registration events, recruitment initiatives in your District with the help of Provincial PR and Membership Advisers
5. Promote Guiding events through local media
6. Ensure the usage and distributions of PR materials are used proactively in the District
7. Ensure that planned activities are aligned with the GGC Strategic Priorities
8. 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.