



Girlguiding Northamptonshire Role Descriptions 2017

Chair of PR and Communications

AIM: To promote Northamptonshire Girlguiding to all members and to the wider community through the county website, social media, local media, at local events, etc.

- ✚ Arrange and lead Communication Team meetings 4 times a year, to look at forthcoming events and to plan for leaflets, etc. in advance i.e. County Review (Report - an important document as this has to be put with the County finance report Annually) Christmas Cards, Thinking day Cards, Volunteers day, WCVYS AGM, WAGGS etc.
- ✚ Adhere to Girlguiding policies, re: risk assessments, Finance.
- ✚ Oversee Website Editor, Newsheet Editor, Archivist are operating effectively to ensure all aspects of County events are support available is being promoted both internally within GGW and to the public.
- ✚ Look at new ways forward to promote Northamptonshire Girlguiding, through Website, Facebook, and Twitter.
- ✚ Attendance at Programme and Events meetings to feedback relevant information, to Advisers and for Chairperson of P&E to take it forward to County Exec.
- ✚ Attend Communications trainings and source promotional materials for the county with up-to-date branding.
- ✚ Look at ways with your team to promote Guiding and adhere to Girlguiding policies, using correct recruitment materials and branding. i.e. Four key messages.
- ✚ To ensure that all County events are supported with all aspects of publicity i.e. photographer, resources Marketing materials etc. and recorded.
- ✚ To cascade information to Website Coordinator and monitor to ensure up to date information gets put on the website and is updated regularly.
- ✚ Sends emails to Division Commissioners monthly to request any reports/news they may have.

Expenses incurred as part of your role, e.g. mileage, stationery etc can be claimed from County using the GGN procedure and the County Expense form