

County PR & Growth team member



About the role

Purpose: To raise the profile of Girlguiding across the county, promoting locally, growing membership and supporting units with practical tools that make visibility and recruitment easier.

Reporting to: County Commissioner and PR & Growth Leads

Location: County-wide

Time commitment: Flexible

Role description: We are looking for a creative and relationship-driven volunteer who will help to raise the profile of Girlguiding across the county, ensuring our impact and opportunities are seen by and available to the community. Growing youth and volunteer membership, strengthening community relationships and championing consistent, positive messaging of the county's public presence.

What you'll do

- Help support the growth of Girlguiding Northamptonshire so more girls and young women can access Girlguiding across the county.
- Work with county teams and local volunteers to identify areas where units, volunteers or membership could be developed.
- Support activity that helps welcome, encourage and retain new volunteers and members.
- Help promote Girlguiding opportunities at recruitment events, community events and county activities.
- Take part in planning and supporting growth-related initiatives, events and campaigns.
- Support the creating and scheduling of engaging social media content so posts are timely, relevant and suitable for the audience.
- Use tools such as Canva, where appropriate, to create simple and attractive graphics and promotional materials for county communications.
- Help review engagement and feedback, so the team can learn what content works well.
- Work with others to share ideas and good practise for growing membership and strengthening local guiding.
- Take part in relevant PR & Growth team, county and occasional regional meetings as required.

Who we're looking for

The following skills would be particularly valuable:

- Good interpersonal skills, with the ability to build positive relationships with volunteers and members.
- An interest in recruitment, volunteer support or community engagement
- Good written and verbal communication, with the ability to adapt tone and style for different audiences
- An interest in social media, digital communications or content creation, and an understanding of what makes content effective.
- Some familiarity with Canva or similar design tools would be helpful.
- As there may be travel to events across the county, being able to attend these events would be helpful.

What's in it for you?

This role will offer you a chance to shape the public face of Girlguiding in your county, use your creativity to make a real impact, and work with passionate volunteers while developing your own skills in communications, branding and strategic growth.

All whilst helping more girls and volunteers discover the magic of Girlguiding!

Reasonable out-of-pocket expenses incurred whilst carrying out this role may be reimbursed in line with the Girlguiding finance policy.

How to apply

To express interest or request further information, please contact Mel Probert or Kacey Butlin at pr@girlguidingnorthamptonshire.org.uk or growth@girlguidingnorthamptonshire.org.uk.

Formal applications should be submitted by 12 June 2026.
Informal enquiries are welcome.

Please complete all relevant sections of the application form as fully as possible. You may type your responses directly into the spaces provided. If you need any support with your application, please contact Mel or Kacey on the email address above.