

PROVINCIAL PUBLIC RELATIONS COMMITTEE Job Description

EXPECTATIONS

Provincial Public Relations Committee advises on the delivery and implementation of promoting marketing strategies, both internally and externally through the “News Flash”/”Signal, website and media ads. The committee works as a Provincial Team in direct collaboration with Provincial Membership Chair.

RESPONSIBILITIES

- Solicit feedback from district and area levels and work with Provincial Membership Chair to make advertising successful.
- Work within the Committee and with the Membership Chair to publicize guiding opportunities for girls and adult members.
- Mentor, inform and offer practical support to the district and area levels in its endeavor to promote Guiding consistent with policies of GGC.
- Promote special provincially sponsored events.
- Liaise with the Safe Guide Committee.
- Promote and provide information on district and area events and initiatives for members.
- Ensure District and Area Commissioners are kept informed of current events.
- Support District and Area Commissioners with plans for Provincial Awards presentations and ceremonies.
- Participate in teleconferences and attend Conferences as required.
- Make recommendations to Provincial Membership Chair on behalf of district and Area members.
- Be familiar with Provincial Office procedures pertinent to the operation of the Public Relations Committee.
- Assist with Coordinating long range planning to discuss with Provincial Membership Chair.
- Support Committee members.
- Be in direct contact with assigned units, districts, district and Area Commissioners.

PERFORMANCE EXPECTATIONS

- Committee members are required to provide notification of absence to the Provincial Membership Chair as soon as the inability to attend meetings is known.
- Read all relevant material in advance of each meeting and consider the implications of these findings on all levels and locations of GGC.
- Identify potential external trends that may have an impact on GGC's plans and activities.
- Publicly support and promote GGC activities.
- Make informed recommendations in the best interest of GGC.
- Support Public Relation Committee to communicate with one voice.
- Promote and support National and Provincial fund-raising initiatives.
- Be familiar with the current strategic plan of GGC.
- Review the number of public relations opportunities offered through the engagement of girls using age related tools.

REQUIREMENTS FOR POSITION

- Experience in, knowledge of, and a passion for public relations.
- Completion of Safe Guide.
- Some experience in public relations is an asset.
- Ability to work both independently and with a team.
- Strong oral, written and comprehensive skills.
- Computer skills... Windows (common Microsoft applications).
- Ability to communicate effectively.
- Responding to District, Area members and others in a timely and responsible manner.
- Good organizational skills.
- Ability to organize and chair meetings and solicit views, opinions and advise.
- The Committees meet annually at the Committees' Conference.

TERM OF POSITION

The term of office will be for one year with the possibility of a two year extension.

REPORT TO

Provincial Membership Chair