

**GIRL GUIDES OF CANADA - LOUGHEED AREA
PUBLIC RELATIONS ADVISER
JOB DESCRIPTION**

PURPOSE:

The role of the Lougheed Area Public Relations Adviser is to promote Guiding within the community and to support the District and Area Commissioners with the PR processes. This position represents the interests of the Area Cookie Adviser, Website Liaison, and Archives Liaison

QUALIFICATIONS:

The PR Adviser will be fully conversant with the Vision and Mission of the Girl Guides of Canada - Guides du Canada. They will be an enthusiastic and positive role model for Guiding to the Community and our local media. Skills may include strong penmanship, familiarity with social media practices, a background in PR, Communications, Marketing or Customer Service would be beneficial. Basic knowledge of web design or photography would be useful, but not required.

MEMBERSHIP:

Nominated by either themselves or a member of the Area, the Public Relations Adviser will be chosen by a selection committee and appointed by Area Council.

TERM OF OFFICE:

A Public Relations Adviser is appointed for no longer than a term of three years, commencing on the date they assume responsibility for the position. A vacant position may be filled at any time of the year, as long as it ends three years from the start date.

RESPONSIBILITIES:

1. To be responsible for the Area Public Relations Committee which consists of the following positions, if filled: Cookie Adviser, Website Liaison and Archives Liaison and to chair regular meetings of this committee.
2. To attend regular Area Council meetings and give reports on current activities. To report to Area Council on committee activities and progress.
3. Act as a liaison between the District PR Advisers, assist districts who do not currently have a PR Adviser and Area Council; offer support and/or ideas for their activities/events, communicate with them regularly and offer training when required.
4. Coordinate ads in the local papers within Lougheed Area to promote Guiding in the community with events, cookie campaigns, membership recruitment and membership events that should be showcased in the local media. Place ads which will supplement the Provincial ads with one of our own.
5. Manage PR materials by ordering supplies when required and assisting the districts with PR materials for events. Attend these events when able to assist and be the "face and voice" of PR for the Area. Share with the Area Council what supplies are available. Make available PR materials such as business cards to Area Council members.
6. At both cookie campaigns deliver PR cookies throughout the Area to the various agencies who support Guiding at the Area level such as City hall meetings, Media Reps, Service Agencies, Libraries and Community Centres.
7. Liaise with the Area Membership Adviser and the Area Cookie Adviser regarding community events and parades so you all can promote Guiding, the opportunities for cookie selling, membership drives and service projects to increase awareness of Guiding within Lougheed Area.
8. Review local papers and media sources to collect any articles on Guiding. These will then be brought to the next Area Council meeting and shared. The Area Commissioner will then forward to the Provincial PR Adviser.
9. Prepare and submit a report annually which will be included in the Area Annual report.
10. Participate in the annual Area Budget process, especially where it concerns the PR Committee.
11. Assist with Crest and Logo approval processes.
12. Assist with Social media in the Area such as Facebook pages, an Area newsletter.
13. To communicate with Area Council and your committee to let them know when you are going to be unavailable.
14. To attend Provincial trainings and conferences as required.
15. To circulate relevant information and respond in a timely manner.