



Communications Officer Application Pack

Remuneration - £21,531

35 hours per week

Closing Date: Friday 13 May 2022

@ 9.00am



Welcome

We are really pleased that you are interested in joining our team. This is an exciting time for Girlguiding North West England as we are planning lots of exciting events and activities for our members.

While Girlguiding's young members may be female only, we welcome applications to join our team from any gender and background.

We are very proud to be the lead volunteers for Girlguiding Northwest England and we hope that after reading the application pack, you feel inspired to join us.

About Girlguiding

Girlguiding is the leading charity for girls and young women in the UK and the largest female-focused charity, delivering guiding meetings that give girls and young women a space where they can be themselves, have fun, build brilliant friendships, gain valuable life skills and make a positive difference to their lives and their communities. Through these weekly meetings our girls and young women are exposed to fabulous age-appropriate opportunities.

Our youngest group, called **Rainbows** are girls aged four to seven, they take part in lots of different fun activities such as exploring the wider world through interactive games and unique events.

Brownies are girls aged seven to ten also follow a programme - being a Brownie opens up a world of exciting challenges and the opportunity to try new things such as camping adventures and once-in-a-lifetime events.

Guides are girls aged 10 to 14 who are given the chance to develop their individual skills and abilities, to explore their attitudes and develop their personal opinions, and to try out new challenges as part of a team. Guides can get involved in anything from adventure sports to performing arts, travel and taking part in social action projects. Guides also have an annual pop concert just for them called the BIG GIG!

The **Ranger** section offers young women aged 14 to 18 the opportunity to develop their skills and abilities through a flexible and inspiring programme. Our oldest youth members are offered a huge variety of challenges, activities and opportunities for personal development, including overseas development projects, young leadership and advocacy.

Girlguiding is made up of nine Regions and countries of which Girlguiding North West England is one.

About Girlguiding North West England

Girlguiding North West England is made up of 17 Counties from the top of Cumbria to the bottom of Cheshire and across to the Isle of Man.

The charity is led by key volunteers who work together to deliver the strategy, supported by a staff team based at our Region Headquarters in Preston.

Our Commitment to Girls

We will empower more girls to find their voice and be their best through high- quality, girl-led programmes delivered by inspirational Leaders.

Our Vision

An equal world where all girls can make a positive difference, be happy, safe and fulfil their potential.

Our Values

Caring **Challenging** **Empowering** **Fun** **Inclusive** **Inspiring**

The Role

Purpose

This role is a key member of a small team of the Girlguiding North West England Region Office. Under the leadership of the Executive Manager, this role will support our communications, social media and website activity to support volunteer members to provide opportunities for girls and young women to develop their potential.

The successful applicant must have excellent verbal and written communication skills. They must be able to build positive relationships with staff and volunteers at all levels and have a working knowledge of Microsoft Office, managing and updating website content, social media management platforms and graphic design.

Responsibilities

- Write copy for our website and social media platforms to promote Girlguiding North West England and our activities and events
- Create and manage content plans
- Design assets for website and socials, adhering to brand guidelines
- Update of the region website and social media platforms to ensure maximum engagement from our audience and partners
- Contribute to and write articles for our internal newsletters or platforms
- Brief external media content creation partners and ensure value for money and high-quality material development
- Collate and report on media coverage, social media engagement statistics and website usage trends to the appropriate volunteer committees
- Work with staff and volunteers to identify trends and risks, suggesting mitigating actions and areas for improvement, where needed
- Work flexibly to provide our out of hours social media cover
- Provide administrative support to the committees and volunteers who support our growth and engagement work
- Organise and attend teleconferences/meetings both at regional and national levels, as required
- Arrange appropriate training of media spokespeople, county commissioners and other appropriate volunteers, as requested
- Manage the region photo library, ensuring it is regularly updated
- Provide support to the volunteer members; providing information and advice to enquirers and to undertake administrative duties when required
- Provide absence cover for the region office team, as required
- Contribute to the efficiency and improvement of the office systems to support effective administration for all areas of regional services, recommending improvements to the Executive Manager and implementing any agreed changes

Additional Information

- The role is based at Girlguiding North West England Headquarters, Preston, there may be some opportunity for some home working, but the post may require occasional travel to multiple locations both in the North West and across the UK

- Due to the nature of the work, occasional weekend and out of hours working will be required across North West England for which time off in lieu will be offered
- You may be required to undertake any other duties that may reasonably be required to fulfil the requirements of this post
- You will be expected to actively promote the Girlguiding North West England vision, mission and values

This role has no line management responsibility.

The Person

Criteria	Assessment	Essential / Desirable
Skills		
Excellent verbal and written communication skills	A/I	E
Excellent administration skills	A/I	E
Computer literate, with a good knowledge of Microsoft Office	A	E
Excellent people skills and telephone manner.	A/I	E
Ability to work accurately and pay close attention to detail	A/I	E
High level of organisation, ability to work on own initiative	A/I	E
Able to work as part of a team and ensure effective communication	A/I	E
Ability to positively represent Girlguiding externally	I	E
A full driving licence and access to transport	A	E
Experience of		
Working in an administration role	A/I	E
Working in a Social Media or PR & Communications role	A/I	E
Using social media to effectively manage campaigns, promotions or awareness-raising for causes	A/I	E
Updating websites and creating promotional literature and designs	A/I	E
Working with a variety of PR management tools (e.g. Google Analytics, Tweetdeck, Hootsuite or similar) and using them to effectively monitor the impact of PR campaigns and activity	A/I	E
Working with graphic design tools such as Canva or InDesign	A/I	E
Using equipment such as digital cameras, camcorders and sound recorders	A/I	D
Working in a customer-focused environment	A/I	E
Working with volunteers	A/I	E
Girlguiding structures, policies and priorities	A/I	D

Key: Assessment - A = Application I = Interview

Employment Details

Contract Type

Full time, permanent, 35 hours per week. Operating flexibly to meet the needs of the strategic plan and organisational needs.

Location

The position will be based at Girlguiding North West England's Headquarters, Guiding Road, Preston PR2 5PD, there may be some opportunity for some home working, and you may be required to perform your duties at other locations on occasions. You will also be required to travel inside the UK on business of the Association.

Salary/Rate

The starting salary for this post is £21,531 per annum.

Working Hours

Normal working hours are Monday to Friday, 9.00am to 4.30pm, with half hour for lunch. However, you will be required to perform your duties at weekends or evenings as required. Time in lieu can be taken for out of hours worked.

Probationary Period

The post will be subject to a 6-month probationary period.

Disclosure and Barring Service Check

This post may involve access to young people and as such it is a requirement under The Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 that you may be required to submit a Disclosure and Barring Service check.

Holidays

25 days' paid holidays per annum plus bank holidays (pro rata for part time hours)

Notice Period

Following the probationary period, the notice period required by both parties is four weeks.

Benefits

Pension Scheme

You will be eligible to join the Girlguiding Group Personal Pension scheme. The scheme is contributory. Full details are available from Girlguiding North West England.

Employee Supported Volunteering

As an organisation that relies on volunteers, we consider it important to support our own staff to pursue their social action and community engagement interests. Staff who volunteer are entitled to two days of paid volunteer leave a year. If the volunteering is within Girlguiding this rises to four days.

Further Information

Full terms and conditions will be provided if an offer is made. If you have any questions at this stage, please contact Kelly Hunter on 01772 791947.

How to Apply

The closing date for applications is 9.00am on Friday 13 May. To apply for the role, please complete the application form and return by email to Kelly.hunter@girlguidingnwe.org.uk

Candidates shortlisted will be invited to attend interviews during week commencing 16 May. Interviews will be at Girlguiding North West England, Guiding Road, Preston PR2 5PD.

Unfortunately, we are unable to give feedback to applicants not shortlisted for interviews. We do provide feedback upon request to candidates interviewed.