



Girlguiding
North West England

Growth & Engagement Adviser

Role description

To provide strategic oversight for growth & engagement projects and initiatives, and to provide support and guidance other members of the growth & engagement team.

Terms of office

Three years, which can be renewed for a further two years

Responsible to

Region Chief Commissioner Team

Personal profile

- Strong communicator
- Able to work as part of a team
- Able to lead and motivate a team of volunteers
- Passionate about promoting and growing Girlguiding North West England

REQUIREMENTS

- To work in partnership with the Head of Membership Growth & Development to develop and execute strategies for growth & engagement
- To lead on projects and initiatives which span across both growth & retention and marketing & communications. Including but not limited to: digital/social recruitment campaigns, thanks & recognition, region social action projects, Pride

- To identify and explore potential new growth & engagement initiatives
- To report on all things growth & engagement to our quarterly region executive committee meetings, and to provide advice where needed, so that the trustee board can make informed decisions
- To provide information, support and guidance to other advisers in the growth & engagement team (Growth Adviser, Marketing & Communications Adviser, Inspire Coordinator, Chair of Awards, Archivist)
- To provide information, support and guidance to county Growth, and PR/Comms Advisers, including coordinating termly meetings
- To attend national Growth Network meetings as required
- To make connections at a national level and nationwide across growth & engagement
- To represent the region and growth & engagement at a national level

Support

Support is offered by the Region office, which includes the circulating of meeting minutes, the printing of papers and other general administration tasks as required to support advisers in their roles.

Expenses

Expenses Claim Forms should be submitted to the Region office. General expenses include postage, telephone calls, stationery, photocopying (if unable to use Region office) and travelling.

If you are interested in the role, please email Kelly Hunter at kelly.hunter@girlguidingnwe.org.uk giving your name, phone number, membership number and county, and a brief outline of your experience for the role



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