



Application pack

Head of Marketing & Communications

Staff role

Remuneration – £30,518 per annum, pro rata

Full Time – 35 hours per week

Closing date: Friday 14 November 2025 @9am

Welcome message

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

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, 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.

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 18 Counties from the top of Cumbria to the bottom of Cheshire and across to the Isle of Man and British Overseas Territories. 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

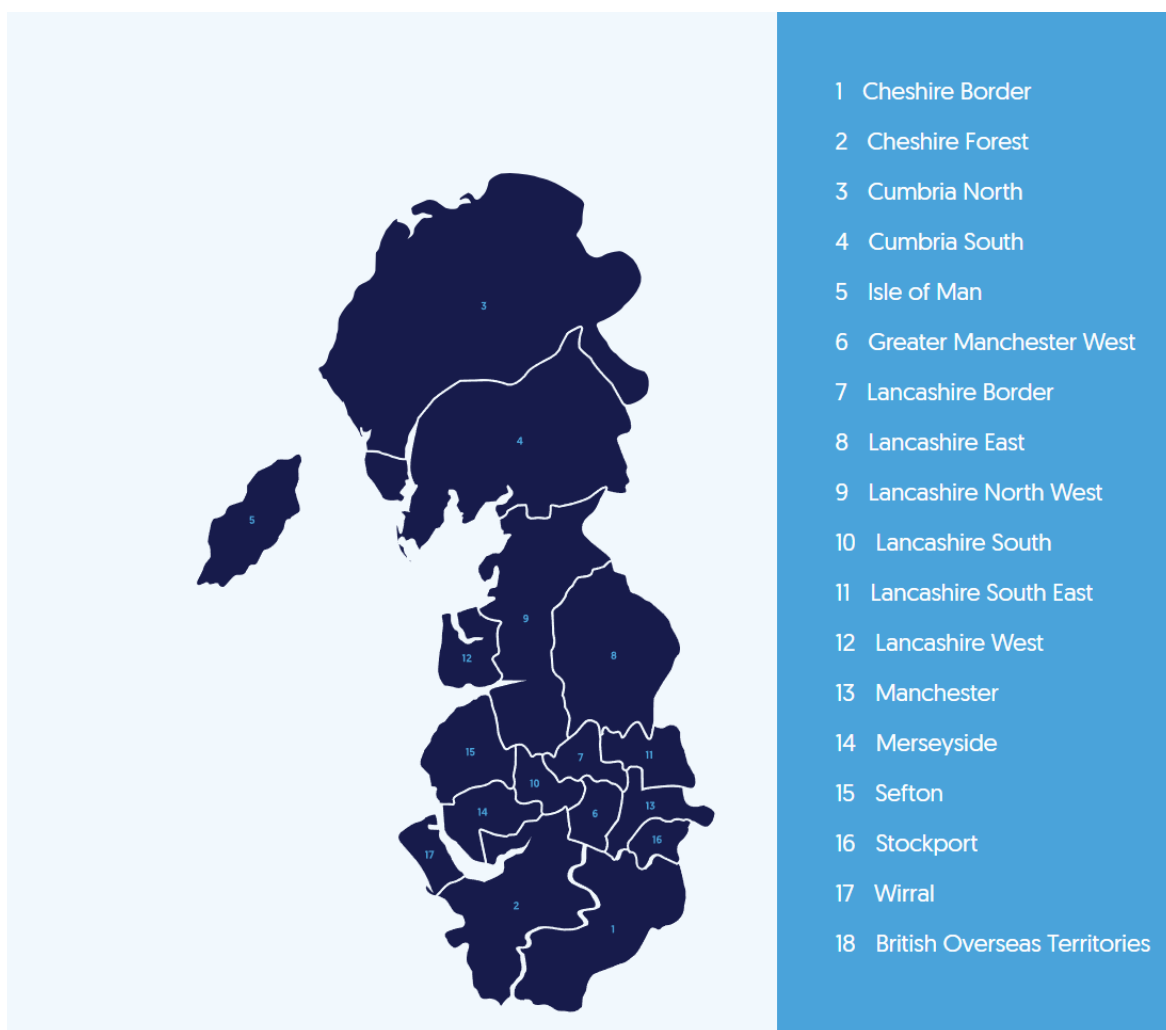
We will empower more girls to find their voice and be their best through high quality, girl-led programmes delivered by inspirational Leaders.

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



Girlguiding British Overseas Territories include Anguilla, Bermuda, British Virgin Islands, Cayman Islands, Falkland Islands, Gibraltar, Montserrat, Saint Helena & Ascension Islands and Turks & Caicos Islands.

Role Description

Head of Marketing & Communications and Engagement Manager

Purpose: This role is a key member of the small staff team at the Girlguiding North West England Region Office, led by the Executive Manager. The role contributes to the provision of services supporting marketing, communications, and engagement across the region.

The successful applicant must have excellent line management, verbal, and written communication skills. They must be able to build positive relationships with staff, volunteers and external partners at all levels and have a working knowledge of Microsoft Office.

As part of the Region team, the Head of Marketing & Communications Manager will lead on marketing, communications, and engagement to ensure the delivery of the Girlguiding North West England Region Strategy. They will be responsible for growing our reach and impact through the positive promotion of Girlguiding North West England to external audiences, engaging with the press, supporting our membership through effective internal communications, and managing a range of digital content that supports our strategy. Additionally, this role will develop and lead the delivery of external engagement and support volunteer-led projects in growth and retention, communications, and engagement.

Responsibilities:

- Line manage the Inclusive & Impactful Team (Engagement & Influence Officer, Digital & Design Officer, Income Generation Coordinator and Grants & Fundraising Officer) and work to deliver agreed priorities across the region.
- Support the team in carrying out their duties and provide advice where necessary.
- Work with lead volunteers and the marketing and communications team to create and facilitate the delivery of a marketing and communications strategy for the region.
- Work in conjunction with subgroups and advisers to determine annual budget spend based on strategic priorities and monitor expenditure.
- Lead the development of external reach and new projects, including volunteer recruitment, strengthening relations with the press and media, and creating new marketing resources.
- Oversee digital content, promotional design material, and information created for the region's website, social media, and other communications.
- Work with staff and volunteers to ensure events and activities create impact through press coverage and public engagement.
- Lead regional press and media engagement and develop relationships with local press and media as required.
- Collaborate with lead volunteers on the research, design, development, and administration of region events and initiatives, including competitions, social action projects, and awards.
- Work closely with Girlguiding's national communications and engagement teams to ensure consistency.
- Facilitate and manage partnership relationships to help deliver objectives and meet strategic needs associated with marketing, communications, and income generation.

- To oversee the region ambassador programme and utilise ambassadors to raise the profile of GGNWE.
- Help facilitate the Operations board as required (shared responsibility) and report on the team's activity.
- Attend and or coordinate attendance at recruitment fairs such as volunteering and freshers fairs, to enhance Girlguiding North West England's presence and recruit volunteers.
- Represent the region as required and share best practices with other countries and regions.
- Provide regular reports and updates on projects and areas of work.
- Maintain effective communication systems with volunteers.
- Provide absence cover for the Region Office team as required.
- Contribute to the efficiency and improvement of office systems to support effective administration for all areas of regional services, recommending improvements to the Executive Manager and implementing any agreed changes.
- Work flexibly to provide out-of-hours support when needed.
- Undertake any other duties that may reasonably be required to fulfil the requirements of this post.

Additional Information:

- The role is a hybrid role, with some home working and some office-based work at Girlguiding North West England Headquarters, Preston.
- The role 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 will be expected to actively promote the Girlguiding North West England vision, mission, and values.

Person specification

Skills	Essential	Desirable
Excellent verbal and written communication skills	X	
Excellent administration skills	X	
Computer literate, with a good knowledge of Microsoft Office	X	
Excellent people skills	X	
Ability to work accurately and pay close attention to detail	X	
High level of organisation, ability to work on own initiative	X	
Able to work as part of a team	X	
Ability to positively represent Girlguiding externally	X	
A full driving licence and access to transport		X
Experience of		
Working in a supervisory/management role	X	
Working in a customer-focused environment	X	
Working with volunteers	X	
Girlguiding UK structures, policies, and priorities		X
Working in a PR/communications environment	X	
Values		
Flexible attitude to work	X	
Commitment to the aims of Girlguiding	X	
Understanding of equality and diversity in the workplace	X	
Understanding of the contribution volunteers make to charities	X	

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 a hybrid role with some home working and some office-based work at Girlguiding North West England's Headquarters, Guiding Road, Preston PR2 5PD each week. However, 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 £30,518 per annum.

Working Hours

Normal working hours are Monday to Friday 7 hours per day, start and finish times would be agreed if appointed, but these are usually between the hours of 8am and 5pm. However, you may 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.

Application process

To apply

- The closing date is **Friday 14 November 2025 @9am.**
- In order to express your interest in the role, return your application and diversity form to Kelly Hunter kelly.hunter@girlguidingnwe.org.uk
- Interviews will take place week commencing 17 November 2025.