



**Girlguiding**  
North West England

## Application pack

### Membership Growth & Insights Coordinator

Staff role

Remuneration - £24,480 per annum, pro rata

Full time - 35 hours per week

Closing date: Monday 27 July 2026 @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

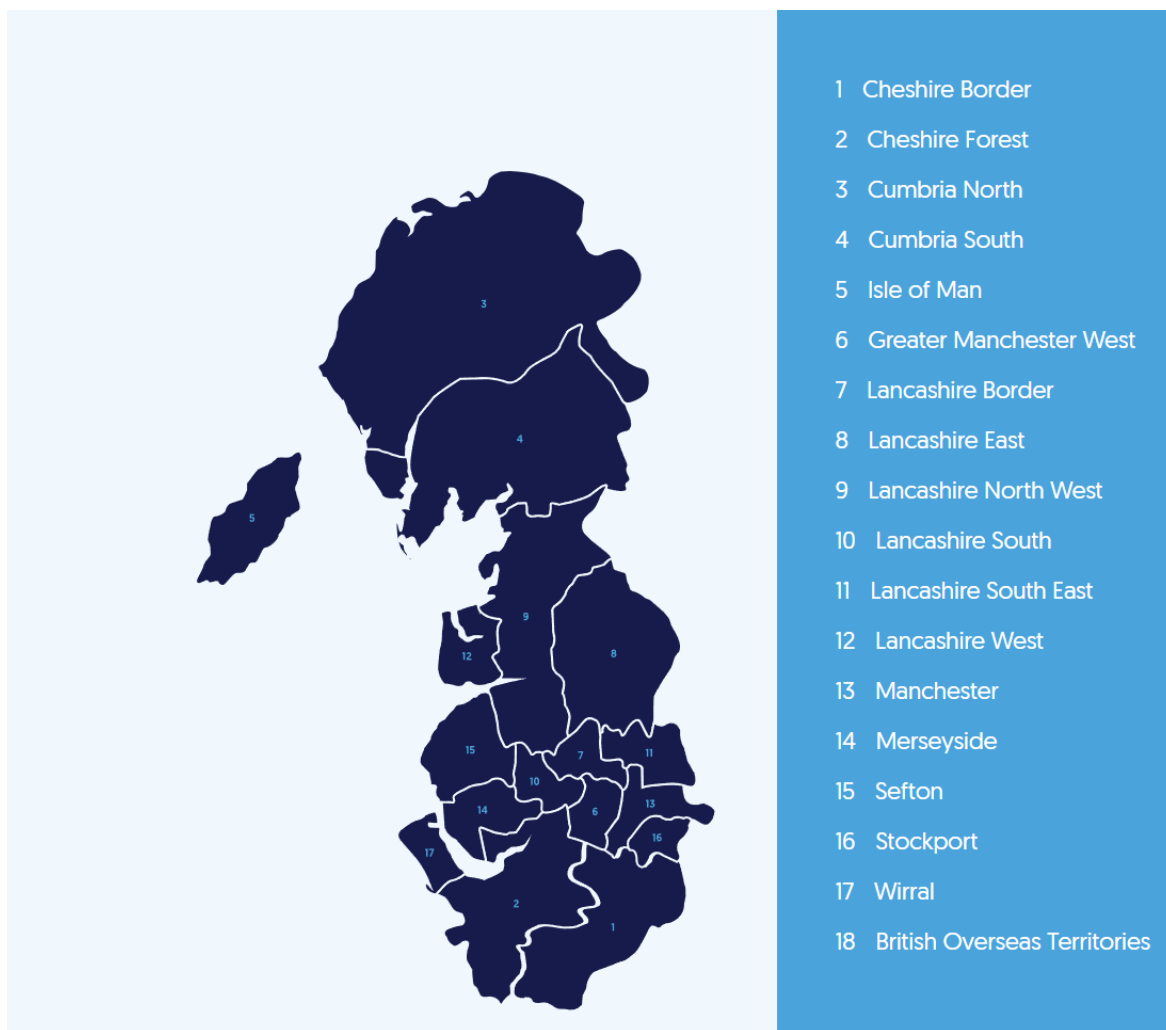
We will empower more girls to find their voice and be their best through high quality, girl-led programmes delivered by inspirational Leaders.

### Our Vision

An equal world where 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.

# Membership Growth & Insights Coordinator

## Role description

### 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 contribute to the provision of a range of services to support membership growth. The successful applicant must have excellent verbal and written communication skills and have experience of data systems and analysis. They must be able to build positive relationships with staff and volunteers at all levels and have a working knowledge of Microsoft Office. This role sits within the Growth & Development team and is line managed by the Head of Membership Growth; the role holder will have responsibility for providing administrative and data support for growing guiding.

### Responsibilities

#### Administration

- Provide targeted administrative and operational support to the Membership Growth & Development team to enable effective delivery of regional growth priorities.

#### Membership Growth & Retention

- Coordinate volunteer and young member enquiries, ensuring timely, supportive, and accurate responses.
- Support the onboarding of volunteers from diverse sources (alumni, job centres, local communities, parents, existing networks), ensuring a smooth transition into active roles.
- Monitor onboarding timelines and identify bottlenecks or areas for improvement.
- Contribute to regional initiatives focused on growth, retention, perception change, and awareness-raising.
- Support initiatives that strengthen the volunteer journey from first contact to leaving.
- Assist with the improvement of welcome, onboarding and exit processes to enhance volunteer satisfaction and long-term retention.
- Use feedback and data to support the team to help refine the volunteer experience.
- Contribute to regional initiatives focused on growth, retention, perception change, and awareness-raising.
- Provide flexible support across the Region team to ensure delivery of strategic outcomes.

#### Region Grants Coordination

- Serve as the central point of contact for all unit and member grant applications.
- Coordinate with the Finance Officer and relevant approvers to ensure timely processing and clear communication of decisions.
- Produce regular reports for the Finance Committee and regional boards, including; application volumes, approval/decline trends, demographic and geographic uptake and emerging needs or gaps.
- Work with the Engagement & Influence Officer to increase awareness and uptake of grants through targeted promotion.

#### Data Analysis, Insight & Reporting

- Contribute to planning and monitoring membership growth initiatives, ensuring activity aligns with strategic objectives.
- Collate and clean data, to analyse membership data to identify trends, risks, and opportunities for growth and retention.

### **Key Performance Indicators (KPIs)**

- Support with the development of KPIs across the region.
- Track and report on KPIs, to support our monitoring of key targets across the charity.
- Use the membership system as well as other data to evaluate the impact of work, events and projects and inform future planning.
- Provide insight-led recommendations to the Executive Manager to support strategic decision-making.

### **Using AI & Technology**

- Identify opportunities to use AI and digital tools to streamline onboarding, improve communication, and support volunteers.
- Implement technology solutions that reduce administrative burden and enhance the volunteer experience.
- Provide insight-led recommendations to the Executive Manager to support strategic decision-making.

### **Communication & Working with Others**

- Build and maintain strong relationships with volunteers and staff to support positive experiences and relationships.
- Maintain clear, consistent communication channels that improve engagement, support retention, and reduce barriers to participation.
- Support the collaboration with local communities, lead volunteers, and staff colleagues to deliver shared membership growth goals.
- Support cross-team projects that contribute to regional priorities.

### **Providing Absence Cover**

- Support the wider Region Office team during periods of absence or increased workload to maintain continuity of service.

### **Improving Office Systems**

- Review and recommend improvements to office systems and processes to increase efficiency.
- Work with the Executive Manager to implement agreed changes and monitor their impact.

### **Other Duties**

- Undertake additional tasks as required to support the effective running of the Region Office and delivery of organisational priorities.

## The Person

Criteria	Assessment	Essential / Desirable
<b>Knowledge of</b>		
Girlguiding structure, policies and procedures	A/I	D
Membership organisations	A/I	D
<b>Experience of</b>		
Working with or on behalf of volunteers	A/I	E
Working in a customer-focused environment	A/I	D
Working with data and analysing trends	A/I	E
<b>Skills</b>		
Ability to manage a varied and complex workload and toprioritise issues	A/I	E
Planning and organisational skills	A/I	E
Ability to work accurately and pay close attention to detail	A/I	E
Ability to work proactively and on own initiative to meet set deadlines	A/I	E
Strong knowledge of database structure & data management systems	A/I	E
A logical thinker who can handle difficult enquiries immediately and effectively	A/I	E
Ability to build positive relationships with all stakeholders andthe ability to work with and relate to people at all levels	A/I	E
Experience of problem management and able to work under pressure	A/I	E
Ability to investigate problems and provide solutions	A/I	E
Computer literate, with a working knowledge of Microsoft Office, online applications and the ability to use databases & membership systems	A	E
Excellent verbal and written communication skills	A/I	E
Ability to work as part of a team and ensure effective communication	A/I	E
<b>Values</b>		
Flexible attitude to work	A/I	E
Commitment to the aims of Girlguiding	A/I	E
Understanding of equality and diversity in the workplace	A/I	E
Understanding of the contribution volunteers make to charities	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 role is a hybrid role, some days will be based at Girlguiding North West England Headquarters, Preston and some days will be worked from home. The post holder may also be required to occasionally travel to multiple locations both in the North West and across the UK.

## Salary/Rate

The starting salary for this post is **£24,480** per annum.

## Working Hours

Normal working hours are Monday to Friday, as the role is part time, we are happy to discuss how this would work. Usual office hours are Monday – Friday between the hours of 9am and 4.30pm. 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.

### **Training**

We are committed to supporting professional development, with funding available for training and coaching opportunities relevant to your role.

### **Further Information**

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

## **Application process**

### **To apply**

- The closing date is **Monday 27 July** at **9am**.
- Interviews will take place on either **Wednesday 5 August** or **Friday 7 August** in person at Region HQ
- To express your interest in the role, return your application and diversity form to Orna Murphy at [orna.murphy@girlguidingnwe.org.uk](mailto:orna.murphy@girlguidingnwe.org.uk)