

# Cookie Liaison

## Position Description

January 17, 2025

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### **VISION**

A better world, by girls

### **MISSION**

To be a catalyst for girls empowering girls

### **PURPOSE**

The Cookie Liaison champions and promotes GGC's National Cookie Program, ensuring its success across the province by supporting the execution of the cookie strategy, managing logistics, and supporting the efforts of staff and members. This role fosters collaboration, oversees campaign operations, and strengthens the cookie program's impact as a vital fundraiser.

### **ACCOUNTABILITY**

Provincial Council through the Provincial Treasurer

### **RESPONSIBILITIES**

#### **Championing the Cookie Program**

- Actively promotes GGC's Cookie Program to ensure its success as a vital fundraiser.
- Liaises with the National Cookie Department on campaign strategies, sales processes, and delivery concerns, offering feedback and recommendations for improvement.
- Collaborates with provincial stakeholders to address issues, share resources, and ensure alignment with strategic goals.
- Contributes to messaging, newsletters, and articles about GGC's cookie program.
- Actively participates in Provincial Cookie Adviser meetings and shares insights to strengthen the program's impact.

#### **Leading the Cookie Committee (where applicable)**

- Chairs the Provincial Council Cookie Committee.
- Recruits, orients, and mentors committee members.
- Fosters a cooperative, collaborative, and supportive environment.
- Ensures regular committee meetings are held, and records of meetings are maintained.
- Prepares and monitors the committee's budget.
- Identifies personal learning needs to enhance leadership and performance as the Chair.

#### **Supporting Cookie Operations**

- Advises the Provincial Treasurer on cookie program information, challenges, and successes.
- Builds and supports a network of Cookie Receivers and delivery locations to streamline operations.
- Provides guidance and consultation to Provincial Cookie Receivers and Area Cookie Advisers/Leads.
- Monitors cookie orders to ensure accuracy, alignment with budget goals, and timely corrections of any errors.



- Signs off on provincial cookie orders in partnership with the Provincial team.
- Maintains in-depth knowledge of the cookie website, including ordering processes, deadlines, and promotional materials.
- Maintains contact with the National Logistics Coordinator during campaigns to resolve delivery concerns and ensure all Delivery Reporting Forms are submitted.
- Encourages provincial team members to complete Delivery Evaluation Questionnaires and uses findings to improve processes.
- Responds to customer inquiries, ensuring quality customer service.

### **Championing Innovation & Technology**

- Supports and advocates for new technologies, such as Square, to enhance the efficiency and effectiveness of cookie sales.

### **Other Responsibilities**

- Completes other duties as assigned by the Provincial Council.

### **QUALIFICATIONS**

- Passion for and commitment to Girl Guides of Canada (GGC) and its mission.
- Experience in selling and promoting Girl Guide cookies.
- Strong critical thinking, analytical, and decision-making skills.
- Excellent organizational abilities.
- Strong communication, writing, listening, and interpersonal skills, with the ability to effectively use various communication platforms.
- Familiarity with Office Suite or a willingness to learn.

### **EXPECTATIONS**

- Meet the 72-hour service standard for responding to GGC related email and phone requests.
- Maintain current knowledge of National and Provincial policies, procedures, and programs.
- Provide written updates as requested by the Provincial Council.
- Ensures Guiding is accessible to girls, youth and Guiders by increasing awareness, understanding, and acceptance of Members with special needs, embracing cultural awareness, diversity, equity, and inclusivity.
- Ability to build and maintain positive relationships with members, volunteers, and staff.
- Time Commitment:
  - During campaign seasons (Sept-Dec, March-June): 5-10 hours/week (variable depending on Council size).
  - Non-campaign seasons (Jan & February, July & August): 1-3 hours/week (variable depending on Council size).

### **TERM:**

- Minimum of one (1) year commitment (renewable on an annual basis)

