

Marketing & Communications Adviser

Position Description

January 17, 2025

VISION

A better world, by girls

MISSION

To be a catalyst for girls empowering girls

PURPOSE

The Marketing & Communications Adviser enhances the visibility, engagement, and public awareness of Girl Guides of Canada (GGC) within the Provincial Council jurisdiction. Through innovative communication strategies and collaborative efforts, this role ensures that GGC's mission, programs, and events are effectively promoted to diverse audiences while upholding brand standards and fostering an inclusive, positive image of the organization. The Adviser leads marketing and communications efforts to support membership growth and strengthen community connections.

ACCOUNTABILITY

Provincial Council through the Provincial Adult Experience Coordinator

RESPONSIBILITIES

Leadership & Collaboration

- Serves as Chair of the Provincial Council Marketing & Communications Committee (where applicable).
- Recruits, orients, and mentors members of the Marketing & Communications Committee.
- Fosters a cooperative, collaborative, and supportive environment.
- Ensures regular meetings of the Marketing & Communications Committee and maintains records of all meetings.
- Prepares and monitors the committee's budget.
- Identifies personal learning needs to enhance performance as the Chair.
- Participates as a member of the Adult Experience Committee to develop strong collaborative relationships among sub-committees.

Strategic Marketing & Communications

- Maintains current knowledge of GGC, its strategic plan, and all marketing and communications policies, procedures, strategies, and protocols.
- Develops, implements, and monitors social media strategies to increase public awareness of GGC, its mission, and membership benefits:
 - Plans and sets the social media calendar.
 - Designs, creates, and posts regularly on all channels/platforms.
 - Responds to comments, feedback, and questions in a timely manner.
 - Monitors social media analytics and shares insights appropriately.
- Monitors and updates the provincial website, Facebook, and other social media sources as required.



Brand & Messaging

- Develops and promotes messaging that reflects GGC's values, enhances its brand, and inspires engagement among members and the public.
- Ensures compliance with Visual Identity, Graphics, and Brand Standards, including ensuring provincial logo applications comply with brand standards.
- Works with the Marketing & Communications staff team to support key initiatives, including fundraising events and campaigns.
- Liaises with District/Area Communications Advisers to support local implementation of communication strategies.
- Ensures Guiding is accessible to all by increasing awareness, understanding, and acceptance of members with special needs and embracing cultural diversity and inclusivity.

Promotional & Event Support

- Promotes special events and celebrations, such conferences, girl and youth-focused events, and award ceremonies.
- Works with the Member Growth staff team to secure promotional materials for the Provincial Council.
- Ensures attendance at trade shows, exhibitions, and other community promotional opportunities.

Other Responsibilities

- Actively participates in Provincial Communications Adviser meetings, as scheduled.
- Completes other duties as assigned by the Provincial Council.

QUALIFICATIONS

- Passion for and commitment to Girl Guides of Canada (GGC) and its mission.
- Knowledge of GGC's Visual Identity, Brand Standards, Style Guide, and marketing and communications protocols.
- Understanding of best practices in marketing, publicity, and social media, as well as current multimedia communication methods (e.g., social media, print, and digital media).
- Experience in editing and content creation is an asset.
- Strong organizational, analytical, and decision-making skills.
- Excellent writing, communication, listening, and interpersonal skills, with the ability to engage effectively across various media.
- Ability to work both independently and as part of a team.
- 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.
- Ability to build and maintain positive relationships with members, volunteers, and staff.
- Time Commitment:
 - 3-7 hours/week (variable based on Provincial Council social media activity and Council projects).

TERM:

- Three (3) year term, with option of renewal

