



MISSION

Girl Guides of Canada-Guides du Canada (GGC) enables girls to be confident, resourceful and courageous, and to make a difference in the world.

PURPOSE

To promote, and administer positive internal and external relations for Girl Guides of Canada-Guides du Canada within the Calgary Area. To promote Girl guides of Canada-Guides du Canada to potential girl and adult members, families, and the community.

ACCOUNTABILITY

Calgary Area Commissioner or her designate, Area Council, and to Provincial council through the Provincial Member Services Coordinator

GENERAL RESPONSIBILITIES:

- As Chair of the Calgary Area PR Team:
 - Recruits, orients and mentors PR team members (activity planners);
 - Fosters a cooperative, collaborative, and supportive environment with team members;
 - Ensures that the team members meet on a regular basis, prepares agendas and maintains a record of all meetings;
 - Prepares and monitors the budget for the PR team;
 - Keeps members informed of current developments within the organization and area, and
- Maintains current knowledge of GGC, its Strategic Plan, and all marketing and communications policies, procedures, strategies, and protocols for GGC;
- Ensures compliance with the Visual Identity, Graphics, and Brand Standards;
- Develops, implements, and monitors public relations strategies to increase public awareness of GGC, its Mission, and membership benefits in the Calgary area;
- Encourages, manages, and assists with media relations;
- Supports PR opportunities through press releases, reports, and photos to media outlets;
- Monitors media coverage and shares appropriately;
- Establishes and maintains contact with relevant agencies, government departments, and other like non-profit organizations that will advance the interests of Guiding in Calgary Area;
- Participates in developing strong collaborative relationships with other committee advisers, particularly, the Area Membership adviser and the Training adviser;

SPECIFIC RESPONSIBILITIES

- Attends or ensures attendance at trade shows, exhibitions, and other community promotional opportunities to advance membership benefits and product sales;
- Coordinates and plans for paid advertising for Guiding in the Calgary Area;
- Approves payment for submitted invoices



**PUBLIC RELATIONS (PR)
ADVISER
CALGARY AREA COUNCIL
POSITION DESCRIPTION**

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- Coordinates the ordering and circulation of PR materials
- Responds to all pertinent correspondence through the PR email account
- Identifies any personal learning needs that will enhance performance as PR adviser.

TIME COMMITMENT:

- Attend area council meetings (~10 per year)
- Participate in Calgary area planning days/weekends
- Attend Alberta Public relations general meetings or teleconference calls
- Attend bi-annual Provincial Standing committee workshop
- Chair team meetings

QUALIFICATIONS:

- A commitment to GGC;
- Knowledge of GGC's Corporate Identity and Publications Standards; Visual Identity and Brand Standards; Style Guide; and all other marketing and communications protocols;
- Working knowledge of current practices of social media, print media, and other forms of multimedia communication;
- Ability to work with a team and independently;
- Ability to chair meetings;
- Good interpersonal skills with ability to communicate effectively via various media sources; and,
- Experience in editing is an asset.

TERM and APPOINTMENT:

Three (3) years. Qualified individuals are nominated by the Area Commissioner, approved by Area council and appointed by the Area commissioner.