

Membership Adviser

Purpose

The Calgary Area Membership Adviser leads the Membership Committee to facilitate the recruitment, retention and recognition of members.

Accountability

Calgary Area Council / Provincial Membership Adviser

Orientation

Provided by outgoing Membership Adviser and Area Commissioner team.

Appointment

The Membership Adviser is appointed by the Area Commissioner for a term of three years starting July 1.

Responsibilities

1. Be familiar with the terms of reference for the membership committee.
2. Recruit committee members.
3. Keep membership committee iMIS roster up-to-date.
4. Attend regular meetings of Area Council and Adviser team meetings.
5. Manage membership committee budget. Approve expenses when required.
6. Conduct membership committee meetings, preparing agenda and approving the minutes.
7. Provide monthly membership report to Area Council.
8. Submit membership articles to ENews and social media.
9. Be aware of developments, special events, etc. within Guiding pertaining to membership.
10. Assist with the coordination of membership recruitment events, delegating responsibilities and recruiting participants.
11. Follow up with potential members on the adult inquiry list to find appropriate placement.
12. Gather and analyze membership data and create and execute a plan to increase membership.
13. Maintain strong current knowledge of all Guiding registration processes (both online and paper formats) and policies.
14. Liaise with PR & Communications Adviser to promote and attend community events for the purpose of recruiting members.
15. Liaise with Training Committee to encourage and facilitate training in the skills and issues related to membership support and membership development.
16. Support Area Link and Trefoil Guilds with membership growth and activities.
17. Work closely with the PR & Communications Adviser, the Program Adviser, and the Calgary Area awards team to facilitate events to recognize members and promote Guiding in Calgary Area.
18. Encourage Guiding members to nominate and/or apply for recognition and awards from outside of Guiding (e.g. Soroptimist, letter from Lieutenant Governor).
19. Participate in meetings (usually teleconference) with Provincial Membership Committee and share information from the meeting to the Area Membership Committee and Area Council.



20. Actively support the work of the Provincial Membership Committee.

Additional Responsibilities

1. When possible, participate and attend trainings, workshops and/or conferences provided by Girl Guides.
2. Maintain current knowledge of Girl Guides of Canada policies.
3. Be familiar with the Terms of Reference for Calgary Area council and Area committees.

Qualifications

1. A commitment to and passion for GGC.
2. Strong and effective team player with ability to assume a leadership role and work collaboratively with other committees.
3. Ability to separate personal interests from the discussion and to respond in the best interests of the membership.
4. Exercise critical, analytical, and decision-focused skills.
5. Strong communication, listening and interpersonal skills.
6. Strong computer software skills (Excel, Word, Outlook, PowerPoint, or equivalents).

