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| **Volunteer Role Description**  **Lead Volunteer for Marketing & Communications specialism**  **Ambassadors** |

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| Role title/Alternative title | Marketing & Communications Lead Volunteer: Ambassadors |
| Level | London and South East England (Girlguiding LaSER) |
| Specialism | Ambassadors |
| Supported by | Chair of Marketing & Communications, Chair of Ambassadors and Marketing & Communications Manager (Staff) |
| Suggested time commitment | Flexible |
| Length of time in role | Three years |
| Location | Homebased |

**About us**

Girlguiding London and South East England region (Girlguiding LaSER) is the leading charity for girls and young women in London and the South East – with over 72,000 fantastic Rainbows, Brownies, Guides, Rangers and volunteers. We give girls 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. We build girls’ confidence and raise their aspirations. We give them the chance to discover their full potential and encourage them to be a powerful force for good!

**Marketing & Communications lead volunteers – overview**

The main purpose and function of the lead region volunteer team is to provide advice and support to the volunteers in the region mainly through county channels. On occasion you might raise concerns to the Chair of Marketing & Communications volunteer if you spot an issue which might put the reputation of the region at risk.

**Who can do this role?**

Marketing & Communications lead volunteers can be any adult over 18 years old. They should already be, or be willing to become, a member of Girlguiding.

**Do I need a qualification?**

You don’t need a specific qualification to become a lead Marketing & Communications volunteer.

**What is the purpose of this role?**

We’re looking for a passionate individual to work with the Chair of the Ambassadors, the GIrlguiding LaSER staff team and our region ambassadors to promote, support and develop the region ambassador programme.

**What will I do in the role?**

The list below outlines the general responsibilities of the Lead Volunteer for Ambassadors, but you will be working within a wider staff and volunteer team and responsibilities may vary depending on the project.

**General**

* Working with the Chair of Ambassadors and Chair of Marketing & Communications to run, promote and develop the region ambassadors programme
* Identifying and communicating opportunities for ambassadors
* Monitoring the ambassadors email address and answering enquiries about the programme
* Liaising with ambassadors and units/event organisers to arrange unit visits
* Liaising with other volunteers and staff around opportunities for ambassadors e.g. events
* Monitoring and evaluating the success of the ambassadors programme
* Promoting the region ambassadors via social media
* Identifying potential new ambassadors and assisting in the appointment process
* Meeting new and existing ambassadors alongside the Chair of Ambassadors
* Providing a link between the ambassadors and Girlguiding LaSER, supporting ambassadors without a background in Girlguiding to understand the structure and workings of the organisation
* Keeping all ambassadors up to date with events, activities and updates both regionally and nationally
* Participating in steering group meetings regarding the ambassador programme
* Running annual events for the region ambassadors to come together

**Being part of Girlguiding LaSER**

* Learn about the structure of Girlguiding LaSER and how your responsibilities and position fit within it.
* Being an ambassador for Girlguiding’s digital communications policy.
* Be part of the Marketing & Communications team by attending meetings and maintaining a good relationship with other volunteers and staff.
  + Two face-to-face meetings a year
  + Four conference call meetings a year
* Maintain clear channels of communication with other members and staff within your designated area.

**What will Girlguiding LaSER do for me?**

* Provide an induction to the role and organisation.
* Help to develop skills and abilities to perform the role by providing relevant training opportunities (including e-learning where possible).
* Provide guidance via The Guiding Manual.
* Reimburse agreed expenses to meetings.
* Provide references.

**Am I right for the role?**

Marketing & Communications lead volunteers provide essential support to Girlguiding LaSER’s Marketing & Communications department. While we can offer you guidance and support we would expect you to possess the skills & personal qualities outlined below.

**Skills & personal qualities**

* An open and approachable manner
* Enthusiasm and passion for Girlguiding LaSER and its aims and objectives
* Good understanding of Girlguiding LaSER's structure, events and opportunities for all sections
* Understanding of the role of an ambassador
* Awareness of Girlguiding LaSER's ambassadors
* Social media proficiency
* Good at networking
* Good written and oral communication skills
* Reliable and trustworthy
* A commitment to ongoing personal development
* A good range of networks would be preferred but is not essential

Girlguiding LaSER welcomes volunteers of all backgrounds, ages, cultures, faiths and abilities. We are flexible and volunteering can be arranged to fit around a busy lifestyle.

Please note this is a volunteer role; this role description does not form part of any contract of employment.