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| **Girlguiding LaSER**  **Volunteer Role Description**  **Deputy Chair of Marketing & Communications** |

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| Role title/Alternative title | Deputy Chair of Marketing & Communications |
| Level | London and South East England (Girlguiding LaSER) |
| Specialism | Marketing & Communications |
| Supported by | Chair of Marketing & Communications Marketing & Communications Manager (Staff) |
| Suggested time commitment | Three hours per week |
| Length of time in role | Appointed for an initial term of 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.

**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 support the region's Chair of Marketing & Communications with general tasks or specific areas of work as necessary. This will relate to the promotion of the region through the joint management of a team of specialist advisers who encompass growth and retention, brand and editorial, ambassadors, digital, public relations, membership communications, the 18-30 offer and the Girlguiding LaSER Champions. You will be required to deputise for the Chair in her absence.

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

The list below outlines the general responsibilities of the Deputy Chair of Marketing & Communications, but you will be working within a wider staff and volunteer team and responsibilities may vary depending on the project.

**General**

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| * To support the Chair of Marketing & Communications to lead a team of specialist marketing and communications advisers |
| * Chair marketing & communications team meetings and report to the region executive on its activities in the absence of the Chair of Marketing & Communications |
| * In partnership with the Chair of Marketing & Communications, act as a focal point for county communications and PR advisers by ensuring that they are kept up to date with changes within their specialism by:   + Providing advice and support   + Help lead meetings of county advisers or representatives as appropriate in liaison with the Chair of Marketing & Communications |
| * Demonstrate an enthusiasm for your specialism |
| * Use your knowledge to solve problems and promote the region and Girlguiding as a whole |
| * Keep up to date with new resources and programme initiatives and cascade information as appropriate, communicating with all relevant stakeholders in liaison with the Chair of Marketing & Communications * Complete relevant training for the role and ensure the wider team's skills are up to date * Help to plan, budget and control expenses in accordance with the region's agreed format in liaison with the Chair of Marketing & Communications |
| * Help to ensure that all materials and digital media produced by and for the region are up to date and relevant |
| * Advise the Chair of Marketing & Communications on Girlguiding initiatives and associated activities as they relate to areas of the team the Deputy is involved in * Provide regular reports to the Chair of Marketing & Communications by dates specified * Represent the region at national meetings and on initiatives as required in liaison with the Chair of Marketing & Communications * Provide opportunities for the development of advisers within your specialism in collaboration with the Chair of Marketing & Communications, other region advisers and trainers as appropriate |
| * Receive and act on information from national and region channels in consultation with the Chair of Marketing & Communications as appropriate * Develop an action plan to support the aims of the region strategic plan |

**Being part of Girlguiding LaSER**

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| * Develop and maintain clear communications with the chief and deputy region commissioners and relevant advisers/coordinators and staff * Maintain clear channels of communication with other members within your designated area |
| * Promote the region positively in all activities   **Being part of Girlguiding**   |  | | --- | | * Be committed to undertake relevant training * Learn about the structure of Girlguiding and how your responsibilities and position fit within it | | * Be willing to learn about Girlguiding’s national and local strategic aims and how these are being delivered locally * Learn about Girlguiding's policies and Code of Conduct | | * Be an ambassador for the values of Girlguiding   **Promoting Girlguiding**   * Represent the region at events where required, in liaison with the Chair of Marketing & Communications * Promote a positive image of Girlguiding at public events * Familiarise yourself with Girlguiding's key messages and promote these in your external communications | |

**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?**

The region Deputy Chair of Marketing & Communications provides essential support to help members shout about their successes within Girlguiding and promote opportunities to external news outlets. While we can offer you training and support, we would expect you to possess the personal qualities outlined below.

* An open and approachable manner
* Reliable and trustworthy
* Creative and enthusiastic
* A commitment to ongoing personal development
* 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 a deputy

**Skills & Abilities**

* Good organisational skills
* Excellent written and oral communication skills
* Ability to work with information of a confidential and sensitive nature
* Ability to motivate and inspire adult volunteers

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.