

GIRL GUIDES OF CANADA - BC COUNCIL

PROVINCIAL PUBLIC RELATIONS ADVISER JOB DESCRIPTION

PURPOSE

To promote Guiding internally and externally by overseeing, monitoring and evaluating the current public relations program.

To develop a communication network by acting as a liaison between community, media and Guiding throughout the province of BC.

QUALIFICATIONS

Be conversant with the Vision, Mission and Values of GGC.

Have current knowledge of Guiding.

Have good communication skills.

MEMBERSHIP

Is a nominated position.

TERM OF OFFICE

Appointed by the Provincial Commissioner for a three-year term.

RESPONSIBILITIES

1. Attend the meetings at the Provincial level
2. Prepare news releases, public announcements and other critical communications on the request of the Provincial Commissioner or the PC team.
3. Report in writing on matters pertaining to public relations to your committee.
4. Participate in decision-making.
5. Submit and be accountable for an annual public relations budget.
6. Attend and represent your committee at workshops and trainings arranged by BC Council and the provincial public relations committee.
7. Communicate with the media in a clear, courteous and accurate manner.
8. Provide support to members of the PR Committee in their specific roles.
9. Provide materials for visual displays as required.
10. Implement promotional campaigns for cookies, recruitment and other significant Guiding events.
11. Be aware of copyright and privacy laws, the procedure for requesting copyright clearance, proper use of the logo and Trefoil and obtaining approval for use.