



GIRL GUIDES OF CANADA – BC COUNCIL PUBLIC RELATIONS COMMITTEE

ADVERTISING COORDINATOR POSITION DESCRIPTION

PURPOSE

To promote Guiding externally by overseeing, monitoring and evaluating public relations advertising campaigns.

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

QUALIFICATIONS

Knowledge and understanding of Girl Guides of Canada's programs and its Vision, Mission and Values.

Knowledge and understanding of GGC's Graphic Standards and Event Merchandise Guidelines and BC Council standards.

Excellent communication skills.

Familiarity with media outlets around BC and with how they work.

TERM OF OFFICE

Appointed by the provincial PR adviser, in consultation with the provincial commissioner or her designate.

RESPONSIBILITIES

1. Is a member of the provincial Public Relations Committee and attends and participates in committee meetings as required.
2. Develops media strategies to effectively advertise GGC membership, cookies and events to the public.
3. Reports to the PR committee and BC Council about advertising costs and media outcomes.
4. Communicates regularly with the provincial PR Adviser on matters pertaining to media strategy, relations, and negotiations.
5. Coordinates media contracts and use of the advertising budget.
6. Collaborates with the provincial cookie adviser regarding cookie advertising and the provincial cookie media run.
7. Coordinates development of visual advertising and/or scripts.
8. Communicates with the media in a clear, courteous and accurate manner using consistent Guiding messages.
9. Submits a report about advertising activities to the PR Adviser before every BC Council meeting, to be included as part of the committee's reports to council.
10. Assists with committee event planning, and attends and facilitates events as required.
11. Performs other committee tasks as required.