

Area Public Relations Adviser- Nova Scotia

Position Description

Updated August 2023

MISSION

To promote and support all activities relating to the GGC program.

PURPOSE

To promote and support activities relating to Public Relations

ACCOUNTABILITY

Area Council and Provincial Public Relations adviser

RESPONSIBILITIES

- Promote Guiding events through local media.
- Seek out new ways for girls and leaders to be actively visible in their communities. I.e cookie sales, community events, etc.
- Attend Area Council meetings and provide updates for PR activities.
- Liaise between Area Council and Provincial Public Relations
- Respond to communications in a timely manner. Most of our communications are carried out via email, it would be expected to review the emails at least twice a week.
- Ensure that planned activities are aligned with the GGC Strategic Priorities.
- Adhere to the Oath of Confidentiality and the Code of Conduct of GGC.
- Provide the Provincial Public Relations Adviser with a quarterly report and advise on PR needs in the area.

TERM

Three (3) years

