



## Marketing and Communications Adviser

### Main function

To ensure Guiding is actively and positively promoted and its reputation safeguarded and enhanced within the county

There are four parts to the role:

- **Public Relations** – proactively promoting Guiding to the local media.
- **Marketing** – providing promotional materials and promoting Growing Guiding.
- **Internal Communications** – encourage Divisions to send items to the press.
- **Awareness** - disseminate relevant information from Scottish and UK Marcom groups.

### Specific Functions

- Be the Marcom and PR representative for County as a contact for SHQ and CHQ.
- Keep the public informed about what is happening with Girlguiding Fife.
- Keep County Team informed of Marcom developments at SHQ and CHQ levels.
- Contribute Fife County News to volunteers
- Assist with the production of the County Report.
- Supply Leaders with support materials and displays to help attract new volunteers.
- Ensure good communication using all mediums (website, Facebook, newsletters and emails).
- Help with a recruitment campaign for Fife.
- Promote being positive about Guiding and Growing Guiding.
- Attend County executive and Growing Guiding meetings

Appointed by County Commissioner and approved by County Executive.

Term of appointment is three years with an option of two additional years.