

Role Description

Position	PR Coordinator
Department	Public Relations Team
Responsible to	Camp Coordinator / Deputy Camp Coordinator
Responsible for	Web Designer x1 Social Media Leader x1 Merchandise Leader x1
Role Summary	Support the Camp Coordinator in the development and delivery of the event. Taking the lead in the delivery and implementation of the PR of the event to make the event a success.
Key Responsibilities	<ul style="list-style-type: none"> ★ Work in co-ordination with the other Core Team Coordinators and external organisations. ★ Recruit Public Relations Team Leaders and key members of the team. ★ Manage the co-ordination of the Public Relations Team. ★ Manage the delivery of information to participants and third parties by a range of social media channels. ★ Ensure Website and Social Media channels are kept up to date and convey an 'on brand' message. ★ To be responsible for the planning, production and delivery of press releases and news. ★ Ensure that the branding for the event complies with Girlguiding Branding Guidelines and positively conveys Girlguiding Worcestershire. ★ To attend and run meetings as appropriate. ★ To regularly report to the Camp Coordinator. ★ Manage the communication of information between the Core Team and the Public Relations Team and ensure all information is available and all teams are fully briefed. ★ To work within the requirements of the camp budget, prepare costs and ensure all invoices are completed in a timely manner. ★ Identify risks and issues at the earliest opportunity and communicate these to the Core Team. ★ Maintain a positive and dedicated attitude throughout. ★ Any other duty as agreed with the Camp Coordinator.
Time Commitment	<p>Duration: January 2019 - October 2021 Event: 1st - 7th August 2021</p> <p>As well as attending the event itself, you will be expected to attend (in person or virtually) quarterly Core Team Coordinators meetings, and other meetings and events as required.</p>

Person Specification

Experience	Experience of previous Camps/Jamborees and/or large scale residential events. Some experience of PR for Guiding/Scouting events. Working with internal and external organisations. Including an appreciation of portraying the enjoyable and memorable experience had by participants, volunteers and service teams. Experience of working with the core participant age range (10-18 years) and an existing understanding of the methods, policies and values of Girlguiding.
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Person Specification (continued)

Qualifications	<ul style="list-style-type: none"> ★ Girlguiding Adult Leadership Qualification (ALQ) ★ Valid Enhanced Disclosure and Barring Service (DBS) 	
	Essential	Desirable
Skills and Knowledge	<ul style="list-style-type: none"> ★ Strong organisational skills ★ Effective communication skills ★ High level interpersonal skills ★ Ability to motivate and lead a team ★ Ability to work effectively as part of a team ★ Efficient time management skills ★ Ability to follow through tasks to their successful completion ★ Able to think creatively, adapt, reassess, and solve problems ★ Ability to clearly articulate and realise a vision ★ Excellent IT skills and use of electronic communications ★ Willing to speak one's mind and listen to the views of others ★ Able to maintain independent and objective judgement ★ Set high expectations which inspire, motivate and challenge ★ Delegation and decision-making skills ★ Understanding of diversity and equality issues 	<ul style="list-style-type: none"> ★ Understanding of a range of social media platforms ★ Understanding of Web Design ★ Understanding of Girlguiding's key messages and the ability to articulate these ★ Confident public speaker ★ Experience of delivering effective press releases, news and social media updates ★ Experience in media training for the benefit of participants ★ Communicating with local press and news organisations
Personal Characteristics	<ul style="list-style-type: none"> ★ Enthusiasm for any challenge with a can do attitude and prepared to go the extra mile ★ Able to maintain a good sense of humour ★ Commitment to uphold the Girlguiding Volunteer Code of Conduct ★ Dedicated to ensuring a successful and enjoyable event for all 	