

Public Relations and Advocacy Job Description

The role is a multifaceted role.

- It involves internal communications, external communications, media relations, event and campaign management aligned with the mission and vision of the Irish Girl Guides.
- It requires collaborating with relevant staff and volunteers involved in events, campaigns, and public relations.
- The role will be to develop an internal and external communications strategy that will streamline the presentation of IGG nationally, meet the needs of all stakeholders, and promote and strengthen the IGG brand.
- It will involve developing creative ways to raise public awareness of IGG to enhance recruitment of new members, both girls and volunteers, and to enhance fundraising opportunities.

Key Responsibilities will include:

Public Relations Strategy:

- Respond to requests for information from the media and establish and maintain cooperative relationships with partners, donors and public interest groups.
- Issuing press releases at national level, reacting promptly and positively to press contacts, and beyond this, scanning general news as well as sector news to identify relevant opportunities to promote IGG.
- Create and facilitate publicity opportunity including campaigns aligned with the vision of the Irish Girl Guides and shared interests' partnerships. Support, understand and promote call for actions which are aligned to IGG and World Association of Girl Guides and Girl Scouts (WAGGGS) Strategy.
- Identify and highlight potential areas of publicity and the impact on the organisation's reputation. Prepare the organizational response in conjunction with management.
- Communicating IGG's vision and mission. Assisting in the communication of strategies or messages for the organisation
- Developing a strategy to grow our reach and engagement, posting, scheduling, monitoring, and ensuring the voice of IGG is consistent and its values are always upheld in interactions.
- Developing and using a model to measure and report performance of all marketing and communication campaigns.
- Managing all opportunities to monitor and evaluate performance online via social media, website, google ads etc.
- Facilitate and support the Honorary Ambassador in their promotion of IGG.
- Supporting all PR for programme developments, partnerships, and sponsorships
- Work in collaboration with the Publications Officer to manage the IGG bank of images and videos and promote the development of streamlined resources to be utilized nationally creating consistency in brand.
- Planning and organizing photo and video shoots.
- Promote and review periodically all IGG guidelines relating to branding and use of such within IGG e.g., the use of logo and images, Dochas code of conduct, as well as GDPR and confidentiality principles.

Volunteer Support

- Working closely with the IGG Communications Committee and supporting the regional

committees in their Communications strategy to promote IGG locally; this includes providing templates, media training, and acting as a sounding board when needed.

- IGG is a member of the World Association of Girl Guides and Girl Scouts (WAGGGS) and on occasion international activities will require Communications support.
- Supporting and managing the communications relevant information on the IGG website.
- Representing Irish Girl Guides at meetings and events nationally as required.
- Being a member of the Critical Incident Team for national contingent events
- Preparing volunteers and youth members from a PR viewpoint for national and international representation
- Supporting training for media panel members and national volunteers.
- Responsible for the briefing of IGG media spokespersons.