

PR officer

Reports to Head of operations

35 hours per week

£25-27.5k salary per year depending on experience

Permanent contract



Girlguiding
Scotland

girlguidingscotland.org.uk

About Girlguiding Scotland

Girlguiding Scotland is the leading charity for girls and young women in Scotland. Thanks to the dedication and support of our amazing volunteers, we are active in every part of Scotland.

We show girls from 4 to 18 a world of possibilities big and small. One where every girl can laugh and learn and be herself.

Girlguiding is what each girl wants it to be. It might be the thrill of doing something for the first time. Songs around a campfire. The buzz of getting a new badge. Coming home exhausted and full of stories. It's a space where she can be herself, get creative, explore, and most of all have fun.

Our mission

Through fun, friendship, challenge and adventure we empower girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community.

Rainbows

Rainbows welcomes all girls from 4 to 7 years old coming together to play, learn and have tons of fun in a colourful, safe space.

Brownies

Brownies welcomes all girls from 7 to 10 years old for non-stop fun, learning and adventure.

Guides

Guides is a relaxed, welcoming space where girls can have fun, learn and be themselves with good friends from 10 to 14 years old.

Rangers

Rangers is a space where girls from 14 to 18 can get together to have fun, learn more, give back, hang out, and just be themselves.

The Role

Overall purpose

- To work with Girlguiding HQ teams on national campaigns, and crisis communications to ensure a joined-up approach
- To lead on the delivery of Girlguiding Scotland's external communications strategy
- To co-ordinate our national and local PR media, proactively sourcing relevant opportunities from our local areas
- To shape and lead our ambassador programme

Main areas of responsibility

To work with the head of operations, lead volunteers and other colleagues to:

- Develop and deliver campaigns alongside the relevant stakeholders to:
 - encourage girls and volunteers to join us
 - build awareness and engagement with the charity amongst key audiences
 - ensure advocacy campaigns have a high media profile locally and nationally
 - challenge and change HQ perceptions about the charity
- Lead our communications support for counties (local areas) across Scotland to increase the volume of high-quality media coverage in local media, by:
 - leading a programme of training for our network of Communications and PR volunteers across the country
 - identifying opportunities for national campaigns and initiatives to be promoted regionally and locally
 - identifying opportunities to proactively place local stories linked to events and activities
- introduce and coordinate an ambassador programme which will:
 - maximise external endorsement and validation of the charity
 - identify and cultivate relationships to provide a range of role models for young members
- Ensure girls' voices are at the forefront of our media work and source a programme of media opportunities for a diverse range of girls in Girlguiding

- To target journalists with an innovative programme of story and feature placements
- To lead on a proactive programme of commentary on relevant issues in the public eye by monitoring the media and social media to maximise opportunities to promote Girlguiding Scotland's work and particularly girls' voices
- To respond to enquiries from journalists and prepare clear verbal and/or written statements. Brief and accompany spokespeople as appropriate
- To write integrated media and PR plans and evaluate coverage and impact against objectives
- To lead a programme of spokespeople training – including young person spokespeople training – ensuring a diverse network of trained spokespeople
- To work with the digital communications officer to ensure that our social media channels relevant, targeted, up-to-date and on brand.

Other

- To commission and project manage Girlguiding Scotland publications and marketing materials as required.
- To participate in the out-of-hours rota for the 24-hour emergency PR phone (approximately 1 week in 3)

Additional Information

- To undertake any other duties that may reasonably be required to fulfil the duties of this post.

Person Specification

Skills	
Comprehensive administrative skills	Essential
Excellent written and verbal communication	Essential
Good interpersonal skills with a high degree of discretion and professionalism	Essential
Keen attention to detail	Essential
Excellent organisational, time management and prioritisation skills	Essential
Microsoft 365 proficient, including Teams, Outlook, Word, Excel, and PowerPoint	Essential
Experience of...	
Supporting senior colleagues, including dealing with confidential and sensitive information	Essential
Working with databases and/or CRM systems	Essential
Supporting governance structures, ideally within the third sector	Desirable
Experience of, or interest in Girlguiding	Desirable
Working with volunteers	Desirable
Personal qualities	
Commitment to the values of Girlguiding Scotland	Essential
A confident self-starter who can act on their own initiative	Essential

Employment Details

Contract type

This is a full-time permanent post.

Location

At Girlguiding Scotland we have adopted a hybrid work model that supports a blend of in-office and remote working. Staff have the option to work from home up to three days per week. We're based at Girlguiding Scotland HQ, 16 Coates Crescent, Edinburgh EH3 7AH.

Salary

£25-27.5k per year depending on experience

Travel expenses will be paid in line with Girlguiding Scotland's travel and subsistence policy. A laptop and any other equipment required, will be provided for business use.

Working hours

Hours of work will be 35 per week usually worked Monday to Friday, 9am – 5pm. You will at times be required to work additional hours – including evenings and weekends – for which time off in lieu (TOIL) will be available. Overtime is not paid. We're open to flexible working and this can be discussed with your line manager on a case by case basis.

Holiday entitlement

28 days paid holiday per annum plus bank holidays.

Probationary period

The post will be subject to a probationary period of 3 months.

Notice period

The notice period required by both parties. After successful completion of the probationary period the notice period will be 4 weeks or 1 week for each complete year (up to a maximum of 12 weeks), whichever is greater.

Criminal record check

Girlguiding Scotland is committed to safeguarding and promoting the welfare of children and young people. The successful candidate will be required to undertake a Basic Disclosure check. The cost of this will be covered by us.

How we value our people

Learning and development

We are committed to supporting our staff through a variety of methods including coaching, e-learning, and individual courses. There is scope to apply to be supported to obtain further qualifications relevant to the role. This is likely to be supported with time and a modest contribution to course fees, repayable to Girlguiding Scotland if you leave before a specified date.

Flexible working

We are committed to ensuring that our staff have a good work-life balance and we are happy to offer flexibility where possible, whilst balancing business need.

Contributory pension scheme

In addition to the government's auto enrollment pension, we offer a generous organisational pension, including an employer contribution of 10% of your basic salary.

Volunteering support

Staff who volunteer within Girlguiding or with other recognised organisations are entitled to five days of paid volunteer leave a year (pro-rata for part time staff).

Employee assistance programme

We have an employee assistance programme provided by Health Assured. It is free of charge and offers confidential, independent help, information and guidance to all employees and their immediate family 24 hours a day.

How to Apply

Please [complete our application form here](#), and once complete send it to recruitment@girlguiding-scot.org.uk.

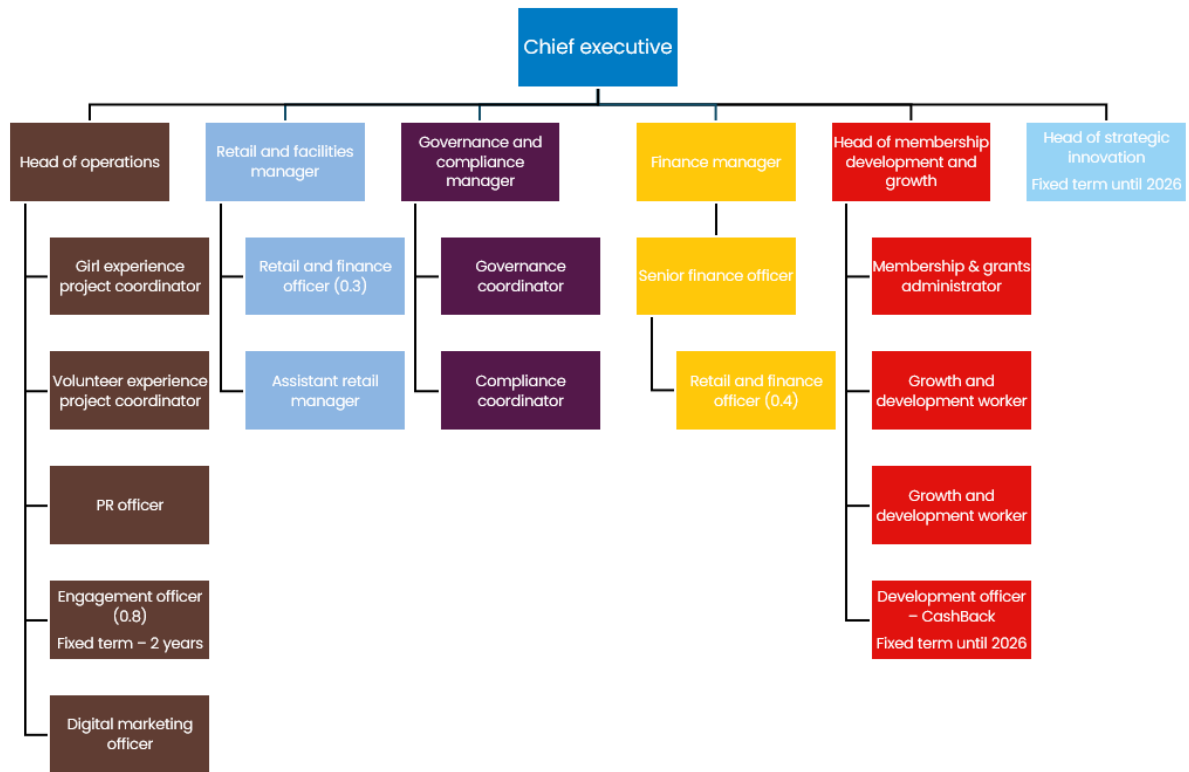
If you would like to have a conversation about the role before applying please call Carolyn Fox McKay, Head of operations on 0131 609 0206.

The closing date for applications is 11:59pm on Sunday 29 September. Please note applications received after this date will not be considered. Interviews will be held on Thursday 10 and Friday 11 October.

Girlguiding Scotland values inclusivity, so we welcome requests for support or reasonable adjustments during the recruitment process. If you need any support to complete your application or with any other part of the recruitment process then please get in touch on 0131 609 0203 to discuss how we can support you.

Additional Information

Our staff structure



Our governance structure

All groups guided by member interests through the membership engagement activities

