



**Caring**  
**Challenging Fun**  
**Empowering**  
**Inspiring Inclusive**

## Volunteer Role Description

### MEMBERSHIP GROWTH COORDINATOR

Would you like to support volunteers and young people in your community to get the most out of the opportunities at Girlguiding and everything it has to offer? Becoming a Girlguiding Membership Growth Coordinator could be for you!

**Role title/Alternative title:** .....

**Supported by:**.....

**Suggested time commitment:**.....

**Length of time in role:** .....

**Location:**.....

**If you are interested in this role:**.....

Girlguiding is the leading charity for girls and young women in the UK. Thanks to the dedication and support of 100,000 amazing volunteers, we are active in every part of the UK, giving girls and young women a space where they can be themselves, have fun, build brilliant friendships, gain valuable life skills and make a positive difference to their lives and their communities.

Our incredible volunteers contribute more than ten million hours to guiding every year. Some give us a couple of hours here and there - helping out with driving for trips and holidays, fundraising and events planning, or even doing the annual accounts for local groups. Others give their time as Leaders or Assistant Leaders for units, providing girls and young women with a space where they can be themselves. Whatever your skills and interests, and no matter how much time you have to spare, one of our volunteering roles is bound to suit you.

**‘As well as giving the girls amazing opportunities, I feel I’ve also personally benefited from volunteering. It’s really rewarding for me and I feel I’ve achieved something great.’**

Lisa, Girlguiding volunteer

# MEMBERSHIP GROWTH COORDINATOR

**Level:** Division/County/Country/Region

## Who can do this role?

Membership Growth Coordinators can be any adult over 18 years old. They should already be, or be willing to become, a member of Girlguiding.

## Do I need a qualification?

You don't need a specific qualification to become a Coordinator and you will be provided with training on a particular subject depending on your specialism.

## What is the purpose of this role?

A Coordinator is a designated point of contact for a particular element of the guiding programme: for qualifications, communications or for a particular event. A Coordinator is appointed by the relevant Commissioner and may not necessarily be a specialist. However, you should be able to use your excellent organisational skills to support girls and volunteers to access more opportunities for development, challenge and adventure.

Coordinators are responsible for ensuring that their area of specialism is organised and all relevant people are aware of their roles within that area. As a Coordinator, you will attend meetings and have regular contact with other Coordinators, teams at other levels and Leaders.

As Membership Growth Coordinator, you will work with the Commissioner and area team to grow guiding, reaching more girls and adult volunteers with the opportunities that Girlguiding has to offer.

## What will I do in the role?

The list below outlines the general responsibilities of a Membership Growth Coordinator, but you will be working within a wider team and responsibilities may vary with.

### General

- Provide ongoing administrative support to the Country/Region, County or Division by coordinating and organising matters related to growing guiding, often by email.
- Lead on the day-to-day tasks in managing your area of expertise, working with and supporting the local Commissioner and Advisers on implementing activity.
- Demonstrate a working knowledge of and enthusiasm for your specialism.
- Support Leaders to provide a safe girl-only space where girls and young women can discover their full potential through all areas of the programme.
- Attend level-specific meetings and events as appropriate.
- Work with the Trainer Coordinator and Trainers to ensure there are adequate training opportunities for Leaders and other volunteers.
- Administer any applicable training or qualifications in your area of responsibility.
- Keep up to date with new resources and programme initiatives, and use them as appropriate.
- Complete relevant training for the role and ensure the wider team's skills are up to date.
- Manage a local budget, liaising with the level Treasurer and Commissioner as necessary.
- Work with the Commissioner, staff team and appropriate committees/working groups to create and implement a Membership Growth or Growing Guiding action plan, with targeted and achievable actions.
- Use Go! and Join Us data to understand the current membership profile and to identify areas within the guiding area that need targeted support.
- Work with Communications and PR Advisers to ensure that strong and positive messages, supporting Growing Guiding, are incorporated into media work.
- Ensure that internal communications with Commissioners, Advisers and Leaders highlight the need to incorporate Growing Guiding into everyday guiding activity. Make appropriate use of the internal Growing Guiding key messages.

## Being part of your local guiding area

- Be part of a local Girlguiding community, by attending local team meetings and maintaining a good relationship with other volunteers.
- Develop and maintain clear communications with the local Commissioner and relevant Advisers/Coordinators.
- Maintain clear channels of communication with other members within your designated area.
- Promote local, national and international opportunities available within guiding as well as externally, and encourage young members to take part.
- Promote and encourage members to engage in different development opportunities available within your area of specialism.

## Being part of Girlguiding

- Be committed to undertaking relevant training.
- Learn about the structure of Girlguiding and how your responsibilities and position fit within it.
- Be willing to learn about Girlguiding's national and local strategic aims and how these are being delivered locally.
- Learn about Girlguiding's policies and Code of Conduct.
- Be an ambassador for the values of Girlguiding.

## Promoting Girlguiding

- Represent the Division, County or Country/Region at events where possible.
- Promote a positive image of Girlguiding at public events.
- Familiarise yourself with Girlguiding's key messages and promote these in your external communications.

## What will Girlguiding do for me?

- Provide a thorough and appropriate induction to the role and organisation.
- Help to develop skills and abilities to perform the role by providing relevant training opportunities (including e-learning where possible).
- Provide guidance via *The Guiding Manual*.
- Provide support and development from fellow volunteers, including a local Commissioner.
- Host meetings and events to share information at a local level.
- Reimburse agreed expenses (agreed locally and may differ around the UK).
- Provide references.
- Provide a clear complaints procedure and support to resolve problems or disagreements.

## Am I right for the role?

Girlguiding Advisers and Coordinators provide essential support to help members get the most out of the Girlguiding programme and promote our activities. While we can offer you training and support we would expect you to possess the personal qualities outlined below.

### Personal qualities

- An open and approachable manner.
- Reliable and trustworthy.
- Creative and enthusiastic.
- A commitment to ongoing personal development.

## Skills and abilities

While these skills and abilities are not essential when starting, they should be developed as part of the role.

- Ability to work as part of a team.
- Excellent communication skills.
- Desire to motivate and inspire girls and young women from a broad range of backgrounds.
- Ability to motivate and inspire adult volunteers.

Girlguiding welcomes volunteers of all backgrounds, ages, cultures, faiths and abilities. We are flexible, and volunteering can be arranged to fit around a busy lifestyle.

Please note this is a volunteer role; this role description does not form part of any contract of employment.