



Région Europe

World Association
of Girl Guides
and Girl Scouts

Association mondiale
des Guides et des
Eclaireuses

Time frame: Immediate – October 2013

Role purpose:

To support the delivery of the Event Strategy for Conference, Be There, Be Prepared, Be Berlin by contributing to the agreed Conference targets. These are: 80% of MOs being part of conference even when they are not physically in the Conference; More than 60% of MOs rate the process for the development of the strategic plan from the perspective of involvement as good or higher; more than 80% of people addressing plenary are young people under 30; following the Conference at least 5 MOs express interest in following up with WAGGGS Europe Region on diversity.

Overall, beyond the governance requirements of the Conference, WAGGGS Europe would like the EGC to add value to MOs and contribute to growth through quality in the region, which will be achieved in part by improving the profile, visibility and image of girl guiding and girl scouting in Europe.

This role will therefore contribute both to the delivery of EGC in line with the event strategy, and longer term will contribute to the development of girl guiding and scouting in Europe.

Proposed responsibilities:

- With input from WAGGGS Europe Office and the Committee Conference contact, to develop and lead on the delivery of a communications plan which achieves WAGGGS ambitions for Conference within the human and financial resources available
- To champion delivery of WAGGGS Europe Region Communication Strategy during Conference, identifying key opportunities to deliver WAGGGS messages through our presentations, actions, behaviors...
- With other volunteers agreed by WAGGGS (and Committee Conference contact and Regional Director), to provide timely and high quality guidance on how to deliver the key messages of presentations and sessions in an interesting and accessible way
- To identify and co-ordinate volunteers to produce communications products such as videos, illustrations, cartoons and other exciting ways of delivering WAGGGS messages;
- To work with WAGGGS Europe Office and other Conference Working Group members to develop communications guidance for presenters and delegates at Conference
- To work with WAGGGS Europe staff lead during Conference to champion positive use of social media and other communications by delegates at Conference to support the profile raising of girl guiding and girl scouting in Europe
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- To co-ordinate with WAGGGS Europe staff leads for communications
- To report to the Europe Region WAGGGS after the Conference about learning and experience gained
- Input into European communication strategy on the basis of the experience acquired at the ECG

Person specification:

- Experience of using social media, video and other communications products to deliver strategic messages for an association or organization
- Communications, social media, design or equivalent training
- Fluency in English and (ideally) another European language
- Able and willing to make a time commitment to Europe Region in the lead up to European Conference
- Experience of providing guidance on effective messaging and communications
- Knowledge and experience of girl guiding or girl scouting associations in Europe Region