

Volunteer role description

Trefoil Guild national PR adviser

Trefoil Guild welcomes volunteers of all backgrounds, ages, cultures, faiths and abilities. **Every volunteer is different, with their own life, work and social commitments.** We are flexible, and volunteering can be arranged to fit around a busy lifestyle.

Terms of reference for the board and its committees will be provided on request.

Role outline:	Open to Trefoil Guild members only. Is a member of the board of trustees, the operational committee, and the editorial group. Advises the national chair, the board of trustees and its committees. Supports and liaises with other national, country and region advisers, sharing successful ideas, seeking solutions, and learning from experience. Liaise with Girlguiding including their adviser equivalent if appointed. Communicates and promotes relevant information to members including activities, events, and opportunities. Working with the Trefoil office to ensure that social media and the Trefoil website remain current and relevant. Ensuring that The Trefoil Guild is actively and positively promoted within Trefoil, to Girlguiding, to the media and to the public in line with its strategic priorities. Gathers feedback from members to support activities, programme, strategy and the promotion of Trefoil. Works collaboratively in the planning and delivery of the Annual Meeting, teams' days, training events, activities, and gatherings. Submit articles for The Trefoil magazine, the Trefoil website and social media. Supports enquiries from the public, the media, and other organisations in collaboration with the national chair and the Trefoil office. Establishes a constructive working relationship with members of the committee, the board and office staff.
Term of office:	An initial appointment of 3-years which can be extended by an additional 2 with board approval. Support and guidance with an appropriate introduction to the role and organisation will be given.
Time commitment:	Attendance at board and committee meetings, which are typically held 3 times per annum. Attendance at the national Annual Meeting.

Planning and attending the annual residential adviser event.

Regular online country and region adviser meetings – typically every 2-3 months.

Drafting and preparation of meeting papers and articles.

Ad-hoc meetings or joining working groups as requested.

Skills experience:

You don't need specific qualifications, however a background in PR marketing, social media and experience or knowledge of working in a charity setting would be an advantage.

Personal qualities

- An open and approachable manner.
- Enthusiasm and creativity
- A high degree of personal integrity.
- Ability to respect confidentiality
- A willingness to challenge constructively when best practice or policies are not adhered to.
- Excellent communication skills.
- Good people skills.
- Ability to persuade and influence.
- Confident speaker, able to communicate with different audiences.
- Ability to chair meetings and participate effectively in them
- Knowledge of good practice in relation to running a charity

Being part of Trefoil Guild

Be committed to undertaking relevant training.

Learn about the structure of Trefoil Guild and how your responsibilities and position fit within it.

Be willing to learn about Trefoil Guild's strategic aims and support their delivery.

Follow Trefoil Guild's policies and Code of Conduct.

Be an ambassador for the values of Trefoil Guild.

Promoting the benefits of Trefoil Guild membership within and external to Girlguiding.

Other information: The Trefoil Guild is a registered charity, and the annual report and financial accounts can be found on the Charity Commission website [THE TREFOIL GUILD – 1075232](https://www.charitycommission.gov.uk/charity-details/1075232)

Applicants should refer to the Trefoil constitution, the Trefoil Handbook and Trefoil Policies which are available on the Trefoil Guild website.

[2023 Trefoil Guild constitution FINAL – 1 June 2023.pdf](#)
[TrefoilGuild_Handbook_November2023.pdf](#)

[Policies | Trefoil Guild](#)

Reimbursement of agreed expenses will be in line with the Trefoil Guild expenses policy.

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

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