



ROLE DESCRIPTION

Position Information

Position:	Event Recruitment Co-ordinator
Incumbent:	
Team:	Events Team
Location:	WFH flexible location within NZ
Reports to:	Event Producer
Date:	September 2022

Purpose

This role is responsible for recruiting volunteers to deliver Girl Guiding NZ's event programme and recruiting girls to attend the events. Recruiting will be facilitated across channels and touchpoints that connect with girls and parents.

The role will build a team of volunteers that have the skills, capability and attributes to deliver a high-quality girl event programme.

This role will provide support to our current volunteer events team to enable them to provide girl experiences that encourage retention and develop a One Team culture that is focused on developing girls and growing Guiding's membership.

Organisational Chart

Your immediate Manager:	Event Producer
Other positions reporting to that person:	<i>Staff</i> Events and International Lead
	<i>Volunteers</i> Volunteer Event Coordinator
Volunteer Positions reporting to this role:	None

Key Accountabilities/Responsibilities

Role Specific Responsibilities

Achieves or exceeds performance in their areas of responsibility. This is achieved by:

Girl Event Attendance

- Working collaboratively with the wider staff team, promote the events and the wider events programme to ensure high-capacity attendance from girls in the target demographic
- Actively promote Guiding experiences to encourage girls and parents to join GirlGuiding NZ
- Contribute to the design and creation of events to ensure they appeal to girls in the target demographic and those new to GirlGuiding NZ
- Maintain a working knowledge of local demographics and member trends and apply this to contribute to growth outcomes
- Work with relevant teams to ensure advanced and coordinated event promotion plans are developed and implemented
- Find innovative ways to connect with target audiences
- Represent GirlGuiding at events, schools or other community groups where potential girls and parents' members may be present that contribute to recruitment efforts and membership growth
- Encourage a one team approach to recruitment, working with the volunteer experience and girl membership team to harness the wider GirlGuiding network to drive attendance at events
- Encourage repeat attendances at events to drive ongoing engagement

Girl Membership Experience

- Contribute to the end-to-end event experience, by working with relevant staff and volunteer teams, to implement process, systems and event execution that results in high satisfaction and repeat attendance
- Support the Event Producer where required to monitor and report on key metrics relating to girl engagement and outcomes for girls at events
- Identify improvements to provide a better girl experience across events and work with relevant teams to implement improvements that result in improved retention

Volunteer Recruitment and Engagement

- Proactively recruit a team of volunteers with the skills and attributes to delivery high quality girl experiences across GirlGuiding's Event programme
- Promote volunteer opportunities in a proactive, prioritized way to maximise growth opportunities
- Ensure efficient and effective onboarding of applicants, providing a quality experience that results in high conversion.
- Identify ways to tailor the recruitment and promotional processes to ensure they are the right fit for locations, demographics or organisational needs
- Contribute to trialing different approaches to girl recruitment, e.g. information sessions /events/activities as agreed with manager
- Provide support and ongoing advice to ensure a highly engaged and performing event volunteer team

Recruitment – General

- Identify and implement strategies to drive member growth in conjunction with Girl Membership team, Volunteer Experience team, marketing and other relevant staff and volunteers
- Contribute to a planned approach to recruitment in the relevant area based on identified needs and opportunities
- Review outcomes of recruitment drives and targeted initiatives in conjunction with manager and other staff to maximise return on effort
- Identify untapped opportunities or blocks to growth in relevant area and develop plans in conjunction with manager, key staff, and key members to overcome these

General

- Provide general administration and co-ordination of resources to assist with the smooth running of the events team
- Participate in special projects in specialist or other area as opportunities identified
- Help build and model great team culture
- Respond to the changing needs of GirlGuiding NZ, performing other tasks as reasonably required

Financial and National Operational Plan performance

Achieves or exceeds performance in their areas of responsibility. This is achieved by:

- Delivering agreed accountabilities within the national operational plan on time, in full and within budget
- Operating within agreed budgets, communicating or taking prompt action to remedy negative budget variances
- Accepting and contributing to a culture of wise financial and resource management which maximises return on investment
- Assisting with the provision of information required for funding applications and proposals
- Participating in the development of the strategic plan, national operating plan, and annual budget when requested

Reporting

Accurate up to date information is readily available. This is achieved by:

- Supplying accurate information to your immediate manager when requested
- Ad hoc queries from management team members are addressed appropriately

Health and Safety

Aim for 'zero harm'. This is achieved by:

- Complying with all health and safety directives and initiatives
- Observing and giving feedback and recognition to colleagues, volunteers contractors and visitors on safe and unsafe behaviours
- Participating in regular Health and Safety meetings
- Taking all practicable steps to work safely at all times and ensuring others do also
- Reporting all incidents or near misses in a timely fashion using GirlGuiding NZ procedures and systems

- Adhering to all GirlGuiding NZ safety policies, principles and procedures
- Ensuring you have completed all relevant health and safety training

People Capability Development

Enjoys good performance feedback and support from colleagues and volunteers. This is achieved by:

- Positively participating in your annual performance review and KPI/objective setting process
- Positively participating in training or development required for the role
- Positively shares knowledge and information with colleagues and volunteers when necessary
- Ensuring all GirlGuiding NZ policies, processes and procedures are adhered to
- Demonstrating good work ethics
- Working in an open and positive culture where staff input is encouraged, and differences are resolved constructively

Organisational Culture and Team Contribution

Develops and maintains a great workplace culture that provides high levels of staff engagement, enables and facilitates high performance and achieves organisational outcomes and goals. This is achieved by:

- Leading and enabling others to model the organisation's values and behaviours
- Providing a great employee experience for their team in line with the desired culture
- Positively representing the image of Guiding at all times
- Creating an environment that promotes and enables one team, high performance and positive morale
- Supporting policy and group wide decisions
- Actively encouraging and facilitating high level of collaboration across every part of guiding (staff, volunteers and the girls)
- Building and extending productive and mutually beneficial relationships with current and future supporters, suppliers and partners

Leading Change

Change is embraced in a positive way. This is achieved by:

- Embracing organisational opportunities, growth and change
- Exploring problems or issues and recommending solutions to issues, improvement opportunities or new prevention measures
- Responding to the changing needs of GirlGuiding NZ, performing other tasks as reasonably required
- Ensuring your Role Description reflects your current role

Environmental

Demonstrates a responsible, positive and objective attitude to the environment. This is achieved by:

- Ensuring you always act in an environmentally responsible manner
- Awareness of key environmental issues and impacts
- Participating in environmental improvement activities

Projects

Active participation in projects as and when required. This is achieved by:

- Participating in functional and/or cross functional project teams agreed
- Providing support to organisational project teams as agreed
- Assisting with the activation of a business continuity plan

Working Relationships

This position has key functional relationships with:

Internal:

- Events Team
- Volunteers
- Girls and their whānau
- Volunteer Experience Team
- Girl Experience Team
- Marketing and New Opportunities Team
- Learning and Development Team
- GM Experience and Engagement
- Chief Executive

External:

- Potential Girl Members and volunteers
- Volunteering NZ and regional offices
- Community organisations and NGOs
- Local Authorities
- Schools and education providers
- Supporters

Technical/Professional Qualifications

Essential

- Minimum 2 years experience in recruitment or event promotion

Desirable

- Experience working with rangatahi is advantageous
- Experience working collaboratively with external organisations
- Experience in a not-for-profit environment would be an advantage
- Experience working with diverse cultural and ethnic groups

Skills & Experience

- Experience working with young people
- Knowledge and understanding of best practice recruitment practices
- Collaborative working style with a track record of building effective relationships
- Strong team player with the ability to function independently when necessary

- Professional verbal and written communication
- Strong attention to detail and accuracy
- Sound judgement and problem-solving skills
- Strong personal prioritisation and time management skills
- Strong general computer skills, with Microsoft Office suite and database experience
- Comfortable working with remote teams

Personal Attributes

- Enthusiasm, passion and commitment to Guiding’s purpose and mission
- Commitment to promoting honesty and integrity in all actions and encouraging the same in others
- Commitment to customer service excellence
- Flexibility as you will occasionally need to be flexible to attend some meetings after hours
- Having a good understanding of what is happening around you and how you are perceived by others
- Motivated and driven to improve and develop
- Adaptative and responsive to change

Note: Role purpose, responsibilities and competencies may change over time. Role holders will be notified of any changes. Consultation will take place in the event of any material changes that affect the overall scope, function or possibly size of the role.

Roleholder & Signature

Date

Chief Executive & Signature

Date