



## Pax Lodge

World Association  
of Girl Guides  
and Girl Scouts

Association mondiale  
des Guides et des  
Eclaireuses

Asociación  
Mundial de las  
Guías Scouts

# Marketing and Communications Volunteer Role description

One of four World Centres, Pax Lodge is the place for members and families of the World Association of Girl Guides and Girl Scouts to meet. We offer accommodation, international volunteering programmes and employment opportunities, and a wide range of activities.

## Reporting to

World Centre Manager

## Main purpose of the role

To assist the Pax Lodge Leadership Team in fulfilling the objectives defined in Pax Lodge's Communications Plan to raise the profile of the centre and to ensure that its events and services are well publicised.

## Duration of Position

Approximately 6 months. Exact starting and ending dates are flexible.

## Overall duties

- Carry out the specific duties of the Marketing and Communications Volunteer role.
- Maintain an atmosphere conducive to international friendship, understanding, and the values of WAGGGS.
- Help to fulfil the mission of WAGGGS by assisting in the delivery of its international events and programmes.
- Ensure the highest standards of customer service to all visitors.
- Maintain a positive working environment for all staff and volunteers.

## Specific Duties

- Review and update the Pax Lodge website, ensuring that it is up to date, relevant and interesting. Constantly modernise the website with exciting news stories, update event and staff information, upload appropriate photos, and liaise with the WAGGGS Communication Team under staff supervision.
- Update and prepare promotional materials for services, events and promotions. Create new leaflets and brochures for annual events, develop on-site signage and media materials.



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Registered Charity No. 306125  
VAT No. GB 2394068 49



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- Assist the World Centre Manager in creating the Pax Lodge Communications Plan. Create brainstorming sessions to involve other volunteers and staff in this creation. Carry out other specific duties as laid out in Pax Lodge's Communications Plan.
- Create and update all social media sites in order to create a strong network of current and potential Pax Lodge supporters. Generate discussions and inform followers of the latest information.
- Plan, market, and execute a major Pax Lodge event (i.e. Centenary Celebrations, World Thinking Day, etc.).
- Work with others to create presentation materials for external events Pax Lodge is invited to (i.e. National Trefoil Guild Event, Friends of Pax Lodge) and identify new external events that Pax Lodge could be represented at.
- Support the Assistant Programme Manager in the construction of various newsletters (i.e. Friends of the Four World Centres Australia, Friends of Pax Lodge).
- Write up all material for WAGGGS mail outs (i.e. WAGGGS Today, Our World News, monthly mailings).
- When required act as liaison between the Four World Centres and WAGGGS Communications Team on specific projects.
- Assist with projects from the World Bureau in relation to the Four World Centres with approval of your line manager.
- Analyse online website reports and develop ideas to improve certain areas and certain demographics.
- Reach out to local media to get Pax Lodge featured and to promote community projects and important events.

### Other duties

- Take a full role in volunteer rotas providing early morning, evening and night cover in relation to staffing the office, shop, conference and reception areas, taking and passing on telephone messages, and responding to guests needs.
- Assist as required in programme planning and development for day events, evening programmes, seminars and other activities. In addition lead guests and participants in offsite outings as required.
- Assist with tours of the World Centre.
- Assist with quarterly stocktaking.

### General Qualifications required for the Marketing & Communications Volunteer

- Be at least 21 years of age.
- Be a registered member of the Girl Guide/Girl Scout Association in your own country.
- Have a good knowledge of WAGGGS, the World Centres and their missions.
- Have a qualification and/or experience of working in Marketing, PR or Communications.
- The willingness to undertake training if required.
- Speak and understand English to an intermediate-advanced level.



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# Marketing and Communications Volunteer Terms and conditions

## Hours of Work

The World Centre staff and volunteer team work on a rota schedule, which covers day, evenings and weekends. Working hours generally range from 8:00-16:30, 9:00-17:30, or 12:00-21:00 except during events when it is as the event schedule requires. Two or three night duties per month are also required with a staff member as support. When working you are required to attend and assist with dinner service unless you have received permission from the Manager on Duty in advance.

## Type of Agreement

We ask for a commitment of 6 months (can be extended; starting and ending dates are flexible).

## Salary

The post is on a volunteer basis and a living allowance of £60.00 is offered weekly.

## Accommodation and Subsistence

The post is residential and furnished shared accommodation and meals are provided.

## Uniform

Uniform, which will be provided, must be worn smartly when on duty.

January 2011



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