

# National Link Liaison

## Volunteer Position Description

### Mission

To be a catalyst for girls empowering girls.

### Purpose

To collaborate with Link members, Provincial Link Liaisons, and GGC's Learning & Engagement team to support initiatives and activities that enable young adult members in Guiding, including Rangers and bridging members, to become and remain active adult members.

### Accountability

This position reports to GGC's Learning and Engagement team or a designate.

### Responsibilities

#### *General Responsibilities*

1. Supports and keeps Link members engaged in GGC Mission and Vision.
2. Reaches out to Link members and Provincial Link Liaisons regularly to understand the experience of Link members in each province.
3. Identifies opportunities to improve the Link experience for young adult members of Guiding and escalates opportunities and concerns to the Learning and Engagement team.
4. Represents the voice of Link members in national decision making, as needed.

#### *Coordination with Provincial Link Liaisons*

1. Onboards new Provincial Link Liaisons and connects with them annually to understand their aspirations for Link in their provincial councils.
2. Creates opportunities for Provincial Link Liaisons to connect with each other to share ideas and learn from each other (e.g. quarterly conference calls, Link Liaison Facebook group).
3. Provides Link Guiders with resources to support with creating engaging programming in their area.

#### *Membership Growth and Retention*

1. Champions Link membership within the organization and to the public.
2. Identifies strategies to grow Link membership at a national level.
3. Develops and implements initiatives to support Rangers and bridging members to become adult members.

#### *Events and Programming*

1. Runs virtual events and programs to keep Link members engaged in GGC (e.g. National Virtual Link Training Sessions, Link Book Club, Link badge swap program).
2. Continues the development of the Link program, by:
  - a. Receiving and implementing feedback from members on the Link Program.

- b. Keeping up to date on adult programming in other internal and external organizations.
3. Develops new events and programs for Link members.

#### *Communications*

1. Communicates key messages to young adult members in Guiding (Rangers, bridging members, Link, and others) via Guidepost, Taking the Lead, and social media.
2. Monitors the national Link email account and responds to inquiries from Link members, other Guiding members, and the public.
3. Provides updates for the Link pages on the website and Member Zone, promotional material, and Link program as needed.

## Requirements for the Position

- Commitment to GGC Mission, Vision, brand, and reputation.
- Experience planning virtual events and programs.
- Ability to plan and run effective meetings.
- Comfortable with digital tools: such as email, virtual meetings, and social media.
- Experience with managing projects.
- Ability to take initiative and work independently to execute on plans and goals.
- Ability to think creatively to enhance the Link program and sense of community.
- Strong verbal and written communication skills.
- Good time management skills and the ability to prioritize.
- Proven ability to respond in a timely manner, as required.
- Must be a member of Link.

## Terms of Position

- Three-year commitment – beginning July 1, 2024.
- Approximately 5-7 hours per week will be required.
- The position does not usually require travel, though travel opportunities may arise.

## To Apply

Does this sound like you? [Fill out the online application.](#)

