**MISSION**

Girl Guides of Canada-Guides du Canada (GGC) enables girls to be confident, resourceful and courageous, and to make a difference in the world.

**PURPOSE**

To plan,coordinate,promote, and support activities and processes relating to the growth, registration, retention, and recognition of girl and adultMembers.

**ACCOUNTABILITY**

Provincial Council, through the Provincial Member Services Coordinator

**RESPONSIBILITIES:**

* Where applicable in a provincial jurisdiction, is Chair of the Provincial Membership Sub-Committee;
* As Chair of the Provincial Membership Sub-Committee:
	+ Recruits, orients, and mentors members of the sub-committee;
	+ Ensures that the sub-committee meets on a regular basis and a record of all meetings is maintained;
	+ Fosters a cooperative, collaborative, and supportive environment with sub-committee members;
	+ Prepares and monitors the budget for the sub-committee; and
	+ Identifies any personal learning needs that will enhance performance as the Chair of the Membership Sub-Committee.
* As a member of the Member Services Committee participates in developing strong collaborative relationships amongst the PR/Communications Sub-Committee and the Training Sub-Committee;
* Maintains current knowledge of GGC, the Strategic Plan, and all specifically directed national and provincial membership growth plans;
* Maintains current knowledge of all membership documents, including Code of Conduct, Adult Member Support Modules, Member registration processes, and all award and recognition incentives of GGC;
* Works closely with the PR/Communications Adviser to develop andimplementprovincial strategies to grow and retain members and to increase public awareness of GGC membership benefits;
* Develops and implements strategies, in accordance with GGC’s Statement of Inclusion, for outreachto women and girls of under-represented populations to reduce barriers to membership in GGC;
* Works with provincial staff and volunteers to determine and prioritize locations where membership decreases are significant and develops a specifically targeted growth plan;
* Maximizes use of national and provincial membership resources to support membership growth and retention;
* Arranges and promotes registration and recruitment events within the provincial council jurisdiction;
* Provides oversight of the membership screening process and intervenes where appropriate;
* Provides oversight of response timelines to membership inquiries and responds to/directs inquiries, as appropriate;
* Prepares, presents, and interprets the count data for provincial council;
* Liaises with Trefoil and Link members to encourage membership growth;
* Develops and monitors strategies to inform Members of national and provincial awards and to encourage Members to nominate candidates for awards;
* Provides current information on demographic, social, and economic trends within the jurisdiction of the Provincial Council that informs membership growth strategies;
* Write and submit articles, messaging, and other communications that celebrate GGC membership and encourage growth, retention, and Member recognition.

**QUALIFICATIONS:**

* A commitment to GGC;
* Comprehensive knowledge of GGC’s membership documents, including Code of Conduct, Adult Member Support Modules, and Member registration processes;
* Working knowledge of office based computer programs;
* Demonstrated ability to plan interesting and inviting registration and celebration events;
* Ability to work with a team and independently;
* Ability to chair meetings;
* Ability to exercise critical, analytical, problem solving and decision focused skills;
* Good writing, communication, listening, and interpersonal skills with ability to communicate effectively via various media sources.

# TERM:

# Three (3) years