

## **Irish Girl Guides: Volunteer Recruitment Campaign Coordinator** **(<https://www.activelink.ie/node/112843>)**



An Roinn Leanai, Comhionannais,  
Míchumais, Lánpháirtíochta agus Oige  
Department of Children, Equality,  
Disability, Integration and Youth

### **Irish Girl Guides is currently inviting applications for the position a Project Coordinator for our Volunteer Recruitment Campaign**

#### **Role Description**

The Volunteer Recruitment Campaign Coordinator will oversee the planning, implementation, and management of a volunteer recruitment campaign for Irish Girl Guides. This individual will work to identify, engage, and recruit volunteers who are passionate about our cause and can contribute to the success of our programmes. The coordinator will help expand our volunteer network through creative outreach, communication strategies, and partnerships.

IGG's Volunteer Recruitment campaign that will last from January 2025 to end of December 2025

#### **The Irish Girl Guides**

The Irish Girl Guides Mission is to enable girls and young women to develop to their fullest potential as responsible citizens in the world. This is achieved by volunteers' leaders supporting and leading non formal educational programmes across the 400+ units in the Republic of Ireland. The organisation has charitable status and works to ensure it is compliant with all relevant legislation and codes of good practice. The organisation is led by a Board of volunteers.

Unit Level volunteering takes place in many towns and communities across Ireland, and at a developmental level it is safe space, where girls and women learn about themselves, give back, feel good, make friends, bring family and make a difference in the personal lives of each other. It is through this relationship that girls and Guiding thrive.

#### **IGG's Volunteer Recruitment Campaign 2024-2025 is in partnership with DCEDIY**

The volunteer recruitment strategy is a plan that intends to build sustainable pathways for Guiding for girls and women by supporting the recruitment of volunteer's leaders for the Unit level, to increase the number of volunteers within the organisation.

#### **Key Responsibilities of the Project Coordinator for our Volunteer Recruitment Campaign**

- Develop the campaign's purpose, target audience, and desired outcomes.
- Set up clear and informing stakeholder engagement processes.
- Project plan all the KPI areas and integrate stakeholder learning into balanced action plan.
- Inform the organisation leadership in best practices and trends in volunteer recruitment and engagement.
- Set specific, measurable, achievable, relevant, and time-bound (SMART) goals.
- Identify the ideal volunteer profile based on the campaign's needs.
- Choose the most effective recruitment channels (e.g., online platforms, community events, social media).
- Create marketing materials (e.g., website, flyers, social media posts) that highlight the benefits of volunteering with IGG.
- Action the Recruitment Goals and support the induction of support team and its outreach work.
- Coordinate IGG showcasing at volunteer recruitment events and workshops.
- Maintain regular communication with potential volunteers, provide updates and support, and address any concerns, during transition.
- Support the regional team to process applications and onboard new volunteers.

- Monitor the number of applications, volunteers recruited, and overall campaign progress.
- Analyse data to identify successful recruitment methods and areas for improvement.
- Track and evaluate the effectiveness of the recruitment campaign and volunteer efforts.

## Essential skills required

- **Communication skills:** good report writing skills including presenting information clearly and enthusiastically. Active listening skills and ability to communicating effectively with diverse audiences (e.g., different ages, backgrounds, and communication styles)
- **Leadership skills:** ability to motivate, organise and encouraging others, as well as work with other leaders and address work blocks effectively.
- **Organisational Skills:** good time management, ability to prioritize, effective scheduling and appropriate delegation, quality task management and have project management tools.
- **Availability:** can work around volunteer time and a volunteer led organisation.

## Desirable skills

- Ability to manage a budget.
- The ability to use technology and computer digital literacy.
- Experience developing and delivering training programs.

## Qualifications required

- A qualification in a linked field especially Marketing, Communications, Community development or equivalent.
- Experience of working with volunteer recruitment or a related field of volunteerism/ community development / youthwork.

Please note: Ability to Travel is required especially to volunteer fairs and showcase opportunities and a full clean driver's licence will be required.

**Working Schedule:** 30 hrs hours per week (including travel when required), worked in a flexible way to suit the needs of the recruiter team and supports leadership meetings. Remote working and direct office working included to suit the needs of the programme's development.

IGG is committed to a policy of Equality of Opportunity in its employment practices and do not discriminate based on race, religion, family status, gender, sexual orientation, age, marital status, disability or membership of the Traveller Community.

**Contract Status:** One Fixed Term contract subject to completed probation.

Annual holidays 21 plus 4 company days pro rata

Annual contract – €37,000 pro rata, which is €30,620 (30Hrs per week or €19.26 per hour)

Travel Expenses will be paid as part of this role.

Candidates under consideration for employment in Irish Girl Guides will be subject to Garda vetting and 2 reference checks.

## To apply:

Please submit your CV. and cover letter to [ceo@irishgirlguides](mailto:ceo@irishgirlguides) by 20th of January 2025 by 5 pm.

### Region

Remote / Dublin 24

### Date Entered/Updated

20th Dec, 2024

### Expiry Date

20th Jan, 2025

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