



Girl Scouts®

Service Unit Communications Consultant Volunteer Staff Position Description

Girl Scouting is a comprehensive, non-formal educational program for girls ages 5 through 17. Girl Scouting builds girls of courage, confidence, and character, who make the world a better place. Adults of all ages and backgrounds make Girl Scouting possible and gain personal satisfaction and growth by helping girls succeed.

PURPOSE OF POSITION:

To provide consistent communication support through a variety of methods within the service unit and to communicate the benefits of Girl Scouting to local media sources and the general public.

ACCOUNTABILITIES:

Incumbent is accountable for, but not limited to:

- **Utilize** a variety of communication methods to the service unit including websites and email.
- **Develop and maintain** a good working relationship with all local media in the area.
- **Educate the community** and share information regarding Girl Scouting with the general public to include the purposes, activities and accomplishments of the Girl Scouts by providing displays for community events, doing presentations and speaking engagements, etc.
- **Encourage the service unit and troops** to recognize those who have been of service to the Girl Scouts - volunteers, businesses and organizations.
- **Attempt** to make everyone in the service unit aware of their role in creating good public relations for the organization as a whole.
- **Gather information** from troop leaders and service team members and take photos as needed.
- **Write** accurate articles, public service announcements, photo captions, etc. and submit them to the appropriate local news medium within your service unit.
- **Inform** the communications manager of activities that may be of interest to the major newspapers and television stations or for internal publications.
- **Promptly submit** one copy of any media coverage to the communication manager at the Girl Scout center.

QUALIFICATIONS:

- Be a registered member of Girl Scouts of the U.S.A. and at least 18 years of age.
- Be willing to follow and complete the volunteer staff appointment process as set by Girl Scouts of Western Ohio.
- Be willing to complete a background check.
- Be willing to carry out the position and exhibit behavior consistent with the framework of policies, procedures, and standards of the council and Girl Scouts of the U.S.A. (Refer to *Blue Book of Basic Documents*, *Safety-Wise*, and *Volunteer Resource Guide*.)
- Be willing to take training related to the position.
- Understand and be able to apply the Girl Scout program and design.
- Be willing to work in ways that will encourage participation in Girl Scouting by all girls and adults regardless of race, creed, color, religion, ethnicity, physical ability, national origin, or socioeconomic status.
- Have good written and oral communications skills.
- Be dependable, honest, and trustworthy.
- Have effective interpersonal and human relations skills.

TERM OF APPOINTMENT:

One (1) year, including option for reappointment after annual performance evaluation. Time commitment is ongoing.

APPOINTED AND MANAGED BY:

Communications Manager

SUPPORTED BY: Communication Manager, Field Team Manager, Service Unit Manager, and Service Team