



VOLUNTEER POSITION:

SU COMMUNICATIONS COORDINATOR

PURPOSE OF POSITION:

To maintain internal communications between the Service Unit and GSCTX staff, and ensure that all messages from the Service Unit or GSCTX staff are distributed to the SU membership. To assist in increasing public awareness of local Girl Scout news and activities within the Service Unit through local and social media.

ACCOUNTABILITY:

Appointed by and accountable to the Service Unit Director, the Membership Development Executive and the Communications and Marketing Director for a one year term (June 1-May 31).

QUALIFICATIONS:

- Must be in good standing with the Girl Scouts of Central Texas
- Be a registered adult member of Girl Scouts of the United States of America (GSUSA) and have a Volunteer Application / Criminal Background Check on file at the council
- Accept and adhere to the purpose and principles of the Girl Scout movement and the goals of GSUSA and Girl Scouts of Central Texas
- Know your service area
- Demonstrate planning, organizing, recruiting, problem solving, and supervisory skills
- Have a working knowledge, acceptance, and willingness to promote SU and GSCTX's goals, objectives, and policies
- Ability and willingness to make decisions, delegate responsibility, and work with adults from diverse backgrounds

RESPONSIBILITIES:

- Maintain continuous communication with the SU, SU Team, Troop Leaders, Membership Development Executive (MDE), and the Marketing and Communications (MarComm) Director
- Distribute information to SU membership that is received from GSCTX staff
- Manage support required from GSCTX staff for SU (promotion of events, collateral creation, etc.)
- Maintain current SU membership contact list
- Attend required SU Team and Communications Coordinator Trainings
- Assist in managing the Girl Scout Brand:
 - Ensure SU communications abide by GSUSA Trademark & Graphic Guidelines
 - Ensure that all external and internal communications carry the Girl Scouts Volunteer Logo
- Assist the MarComm Department with media:
 - Help the MarComm Department maintain media contacts within the SU area
 - Ensure that the MarComm Department is aware of *all* contact with members of the media by SU members
 - Work with SU Team and Troop Leaders to gather information on newsworthy events, troop activities, and girl-centered stories
 - Maintain records and provide copies of all published news articles, local news releases, and photos (with descriptions) to the MarComm Department
 - Work with Communications Department to identify adult and girl SU members who can serve on the Media Team as ambassadors within the Community and with media
 - Assist in coordinating appearances by Media Team with Communications department to support SU activities and to help tell the Girl Scout story within the community

SU NAME:	SERVICE UNIT COMMUNICATIONS COORDIANTOR SIGNATURE:	DATE:
SU REPORT CODE:	SERVICE UNIT DIRECTOR SIGNATURE:	DATE:
PRINT SERVICE UNIT COMMUNICATIONS COORDINATOR NAME:		