

Girl Scouts of Central Texas Service Unit Public Relations Coordinator

Position Summary: This position is responsible for increased public awareness of local Girl Scout news and activities within the designated service unit through local and social media. In partnership with the service unit team, the service unit public relations coordinator assists with internal communications between the service unit and GSCTX and ensures all messages from the service unit and GSCTX are distributed to the service unit members.

Accountability: Appointed for the assigned service unit and accountable to the Service Unit Leadership Team or other appropriate Girls Scouts of Central Texas (GSCTX) staff members. This position is appointed for a one-year term limit and will be reviewed annually.

Responsibilities:

- Maintains communication with the service unit team, troop leaders and GSCTX staff.
- Distributes service unit membership information that is received from GSCTX.
- Manages support required from council for service unit (promotion of events, collateral approval, etc.).
- Assists in managing the Girl Scout brand by ensuring communications abide by GSUSA Trademark and Graphic Guidelines.
- Assists the MarComm Department with maintaining media contacts within service unit.
- Ensures the MarComm Department is aware of all contact with members of the media by service unit members.
- Works with service unit team and troop leaders to gather information on newsworthy events, troop activities, and Girl Scout-centered stories and shares with MarComm team.
- Works with the MarComm Department to identify youth and adult service unit members who can serve as ambassadors within the community and with the media.
- Assists in coordinating media appearance with MarComm Department to support service unit activities and to help tell the Girl Scout story within the community.
- Monitors Highest Award projects within the service unit and collaborates with MarComm Department to garner publicity for the projects.

Position Commitments:

- Accepts and adheres to the purpose and principles of the Girl Scout movement and the goals of GSUSA and Girl Scouts of Central Texas.
- Demonstrates communication, writing, prioritization, flexibility, and organization skills.
- Has a working knowledge, acceptance, and willingness to promote service unit's and council's activities, goals, objectives, and policies.
- Ability to effectively interact, work, and collaborate with people of various cultural backgrounds and promote an environment of inclusivity.
- Be a registered adult member of GSUSA, have a current eligible criminal background check on file at GSCTX, and be in good standing with GSCTX.

Top Skills You Will Gain From This Position:

1. Leadership and management
2. Problem-solving and adaptability
3. Communication and improved interpersonal skills