



## **Girl Scouts of Central Texas Service Unit Communications Coordinator**

**Position Summary:** This position is responsible for increasing public and service unit awareness of local Girl Scout news and activities within the designated service unit through local and social media and serves as a vital link between the service unit and the Girl Scouts of Central Texas (GSCTX) Marketing and Communications Department (MarComm).

**Accountability:** Appointed to the assigned service unit for a one-year term limit that is reviewed annually and accountable to the service unit leadership team and appropriate GSCTX staff.

### **Responsibilities:**

- In partnership with the service unit team, assists with internal communications between the service unit and GSCTX.
- Collaborates with service unit leadership to develop and manage the service unit's communication platform(s).
- Maintains current knowledge of Girl Scout brand standards and resources found on the [Recruitment and Brand Resources page](#) and shares these resources with volunteers.
- Partners with the service unit team and troop leaders to gather information on newsworthy events, troop activities, and Girl Scout-centered stories such as Highest Award projects to share with service unit members and families, GSCTX, and media.
- Promotes and encourages volunteers and caregivers to [share inspiring stories](#).
- Communicates and builds relationships with media outlets to promote Girl Scouts and increase visibility and coordinates service unit publicity and media coverage efforts with MarComm.
- Identifies youth and adult members who can serve as ambassadors with the media.
- Ensures service unit publicity reflects the diversity of Girl Scouting in the area.
- Submits the [GSCTX Service Unit Roster form](#) annually to accept/renew the role.
- Participate in succession planning for your role.

### **Position Commitments:**

- Ensures compliance with regulations governed by GSUSA and GSCTX policies and procedures, including management of service unit finances.
- Ability to effectively interact, work, and collaborate with people of various cultural backgrounds and promote an environment of inclusivity.
- Completes all training for the position and checks in with your GSCTX membership staff for the most up-to-date training path.
- Be a registered adult member of GSUSA, have a current eligible criminal background check and Youth Protection Training on file at GSCTX, and be in good standing with GSCTX.
- Ensures all data with personally identifiable information or financial information is kept confidential and not shared. Data should not be saved to personal devices or printed unless necessary and should be deleted or shredded as soon as it is no longer needed.

### **Top Skills You Will Gain From This Position:**

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