



Girl Scouts of Mitten Bay Volunteer Position Description

POSITION: Community Relations Coordinator
REPORTS TO: Service Unit Manager
TERM: Each appointment is for one membership year.

GENERAL DESCRIPTION

Operating within Girl Scout policies, procedures, and guidelines and a defined service unit area, the community relations coordinator will coordinate public relations activities within the service unit. The community relations coordinator is a member of the service team and is appointed annually by and receives direction and support from the service unit manager.

RESPONSIBILITIES

- ◆ Maintain the integrity of the Girl Scout program through adherence to GSUSA and GSMB policies, procedures, and guidelines
- ◆ Disseminate troop, service unit, and Girl Scout information to the community.
- ◆ Coordinate with the Public Relations and Communications Department at the service center regarding council-wide activities.
- ◆ Provide information to the Public Relations and Communications Department at the service center regarding service unit or troop events.
- ◆ Attend training for the position
- ◆ Actively participate on the Service Unit Team

ACTIVITIES

Writes and submits press releases to the media to inform the community of service unit or troop events and activities

Identifies feature and human-interest stories for the press concerning Girl Scouting

Coordinates local participation in public relations events to promote Girl Scouting i.e. county fair, booths, parades; displays; festivals; school events; distribution of posters, flyers, etc.

Assists the GSMB Public Relations and Communications Department in distributing information to the service unit area for promotion of council-wide events, activities and fundraising efforts

Takes photographs of Girl Scout activities for the press and submits for use in GSMB promotional materials

Provides information to Public Relations and Communications Department about service unit events or opportunities

Helps to develop a service team plan of work

Attends all service team meetings

QUALIFICATIONS

- ◆ GSUSA membership
- ◆ Adult – 18 years or older
- ◆ Positive role model for girls and adults, behavior that demonstrates the Girl Scout Law
- ◆ Ability to work with adults of diverse backgrounds
- ◆ Ability to interpret Girl Scouting to adults
- ◆ Ability to function as a team member
- ◆ Time commitment
- ◆ Open to ideas and learning opportunities
- ◆ Well developed listening, writing, and communication skills
- ◆ Creativity
- ◆ Teaching and organization skills
- ◆ Enthusiastic about and supportive of the mission of Girl Scouting

Ability to perform detailed work

Revised June 2002