

Volunteer Position Description:

Service Unit Public Relations & Communications Champion

Purpose: To manage the digital presence of the Service Unit to market and effectively promote Girl Scout activities and opportunities to the local community, including but not limited to recruitment, Service Unit events, and Troops events.

Commitment To:

- Service Unit Team
- Service Unit Volunteers
- Girl Members
- GSCB

Duration: Upon successfully completing a one-year appointment, you will have the option to renew your role upon mutual agreement between yourself, Service Unit Manager, and council staff.

Responsibilities & Duties:

- Identify events to promote Girl Scouting in the area (i.e. fairs, festivals, parades).
- Manage Service Unit social media pages
- Provide pertinent information to all SU members through social media, email, newsletters, etc.
- Work with GSCB Marketing and Communications department to achieve the following: Inform them about local media coverage of Girl Scouting, coordinate major media opportunities, promotion of local opportunities so they can assist in coordination to advertise: Girl Scout Week, Cookie Program activities, Girl Scout Leader's Day, Volunteer recruitment campaign, Service Unit and Troop sponsored events, GSCB sponsored events, Outdoor Programs, Adult Recognitions, Highest Awards and Community Service Projects, and/or lift up any sensitive issues on social media or otherwise
- Use Looker to communicate with all families in the Service Unit (opt outs included because these are targeted communications).
- Utilize GSCB Marketing Toolkits and Request Forms to distribute flyers, request marketing material, raise up SU member accomplishments, etc
- Partner with the Service Unit Recruitment Champion to effectively promote recruitment activities.
- Attend annually appropriate training

Training Requirements: Coming Soon!

General Requirements:

- Current membership with Girl Scouts of the Chesapeake Bay.
- Successfully completed the volunteer screening process, including background checks, training, and additional steps, as necessary.
- Participate in on going Girl Scout learning and networking opportunities.
- Maintain confidentiality.
- Access, ability, and willingness to utilize technology, including an active email address.
- Behave in a manner that upholds the Girl Scout Promise & Law in all interactions with the public, Girl Scout members, and GSCB staff.
- Provide the requested feedback surrounding all aspects of Girl Scouting.

By accepting any volunteer position with Girl Scouts of the Chesapeake Bay, I accept and agree to abide by the Girl Scout Promise and the Girl Scout Law. I will respect and maintain the confidentiality of all privileged information related to Girl Scouts, its girl and adult members, volunteers, and staff, while serving as a volunteer.