



SU Public Relations Position Description

- Position:** Service Unit Public Relations Representative
- Mission Statement:** Girl Scouting builds girls of courage, confidence and character, who make the world a better place.
- Purpose:** To develop and manage public relations efforts that generates positive media coverage of the Service Unit and its programs
- Responsible To:** Service Unit Manager, in consultation with GSCB Communications Department
- Term of Appointment:** One year
- Requirements:**
- Membership in GSUSA
 - Complete educational sessions as required for the position
 - Complete volunteer application or renewal application annually
 - Ability to communicate effectively, oral and written
 - Awareness of Girl Scouting activities in your Service Unit
 - Act in a confidential manner
 - Ability or skills that will further enhance the delivery of the Girl Scout Program
 - Successfully complete the online background check
 - Interact with all people in a positive manner
 - Access, ability and willingness to use the internet, email and new technologies

Principle Duties:

- Participate in the development and implementation of Service Unit goals
- Attend Service Team and volunteer meetings
- Assist the Service Team in recruitment of volunteers
- Work with the GSCB Communications Department to ensure our message is communicated clearly and consistently throughout the GSCB
- Provide feedback to the GSCB Communications Department on local media coverage of Girl Scouting by sending a report of items printed in the newspaper or aired on TV/radio with source and date included
- Communicate the purpose and goals of Girl Scouting to the local community and recruit active support by taking part in community events
- Be the contact person for local news media. Promote Girl Scout events such as: Girl Scout Week, Cookie Program, Girl Scout Leader's Day, Volunteer Recruitment Campaign, Service Unit and Troop sponsored events, GSCB sponsored events, Outdoor Programs and adult recognition to local media
- Coordinate major media opportunities (TV, radio and large circulation newspapers) with the GSCB Communications Department to minimize competition for coverage
- Collect information from Troop and Service Unit activities for GSCB Publications and forward them to the GSCB Communications Department
- Promote the Girl Scout Gold, Silver and Bronze Award Projects along with Adult Recognitions
- Participate as a member of the Service Unit Cookie Program Team to promote the Cookie Program with local media.
- Contribute toward the effectiveness of GSCB Affirmative Action/Equal Employment Opportunity guidelines by ensuring that all activities reach out to all racial/ethnic/diverse groups and provide equal access. Acquire working knowledge and understanding of affirmative action and exhibit a non-discriminatory attitude in all internal and external working relationships
- Provide support for GSCB Fund Development, United Ways/Fund and Family Partnership

I have read and understand the responsibilities as stated in this job description and agree to perform them to the best of my ability.

Signature: _____

Date: _____

