

Service Unit Public Relations (PR) Coordinator Position Description

PURPOSE OF POSITION: To enhance public awareness and promote image of Girl Scouts within in assigned geographic area.

ACCOUNTABILITY: Appointed by and accountable to the Service Unit Director for a one year term (June 1-May 31).

QUALIFICATIONS:

- Must be in good standing with Girl Scouts – Diamonds of Arkansas, Oklahoma and Texas.
- Be a registered adult member of Girl Scouts of the USA (GSUSA) and have a current Volunteer Application / Criminal Background Check on file at the Council.
- Accepts and adhere to the purpose and principles of the Girl Scout movement and the goals of GSUSA and the Diamonds Council.
- Has a working knowledge, acceptance, and willingness to promote Council’s goals, objectives, and policies.
- Has ability and willingness to make decisions, organize materials, accurately maintain records, and work with adults from diverse backgrounds.
- Demonstrates excellent group and interpersonal communication skills.
- Communicates regularly with the Communications Director for the council and/or lead PR Coordinator in your region to keep him/her informed of local activities and events.

RESPONSIBILITIES:

- Attends required position training.
- Works within Council guidelines and actively seek opportunities to submit news releases and photos (featuring Troop and Service Unit events) to your local media outlets.
- Actively seek out Girl Scout story material by acting as a liaison between the Service Unit Team and Troop leaders.
- Assure all communication to the public is linked to the Girl Scout Leadership Experience; focusing on the outlined keys, processes, and outcomes.
- Encourage volunteers to participate in online communities such as Facebook, Twitter, Pinterest, etc. according to Girl Scout Safety Activity Checkpoints
- Works with the SU Event Coord. to publicize Service Unit Events within the community.
- Maintains positive working relationships with Service Unit Team members, parents, leaders, and community partners.
- Maintains continuous communication with Council and Service Unit. Submit news/photos to the Council in a timely manner after event/program.
- Assists with the continued growth and development of the Service Unit and Service Team by being an active member.

**Please note: All television and radio publicity will be coordinated through the council’s Communications Department. Information gathered for print media must be sent to the council Communications Department for submission.*

I understand and agree to the terms of the position as stated above.

SU Public Relations Coordinator

Service Unit Director

Date