

Volunteer Position: Service Unit Community Relations Coordinator

Summary

The SU Communications Coordinator (SUComm) is responsible for helping to spread the good news about all the great things that Girl Scouts and volunteers are doing in their community through local media outlets.

Average Time Commitment: 4-6 hours per month

Term of Appointment: One year

Appointment and Accountability

- Appointed for the assigned service unit from June 1 through May 31
- Accountable to the Service Unit Operations Manager and assigned Membership Manager
- Responsible for the direction and support of the following informal volunteer opportunity: SU photographer/videographer
- Position is renewable upon review and application

Responsibilities

- Coordinate service unit publicity and media coverage efforts with staff communications liaison
- Develop, coordinate, and manage social media pages, platforms, etc. for the service unit and ensure staff communications liaisons are designated as administrators
- Assist service unit team members with marketing related to programs, events, recruitment, etc.
- Submit published pictures and articles related to service unit and troop happenings to staff communications liaisons
- Remain knowledgeable and provide guidance to service unit volunteers on Girl Scout branding and logo standards
- Design flyers and advertising materials as needed and/or in collaboration with other team members
- Communicate and build relationships with local media outlets to promote Girl Scouts and increase visibility across the service unit
- Promote and encourage volunteers to submit information for media release
- Ensure that service unit publicity reflects the diversity of Girl Scouting in the area
- Stay abreast of any newsworthy happenings in the community
- Submit information and digital photos to the Girl Scout council (news@girlscoutshs.org) for highlighting in GSHS publications
- Submit information for council approval prior to seeking media coverage and/or publication

Expectations of All Service Team Volunteers

- Complete all required SU position-based training within 60 days of formal appointment
- Participate in ongoing learning opportunities for continuous growth in position

- Display a positive, enthusiastic attitude that reflects the acceptance of the mission, vision, and goals of GSUSA and Girl Scouts Heart of the South
- Be a positive representative of the Girl Scout Promise and Law
- Serve as a mentor for girls by modeling positive attributes such as reliability, respect for others, inclusiveness, and a positive attitude
- Remain informed about and comply with policies, procedures, and guidelines of Girl Scouts Heart of the South and GSUSA
- Demonstrate sound judgment, flexibility, organization, delegation, communication, and prioritization skills
- Value diversity and inclusion and help others understand and embrace it
- Support, promote, and maintain a commitment to and knowledge of the Girl Scout Leadership Experience and National Program Portfolio (petals, badges, Journeys, and other leadership awards)
- Ensure any requested/required forms and reports are submitted to council by appropriate due dates.
- Ensure positive visibility and awareness of Girl Scouting in the community
- Create an atmosphere of appreciation within the service unit using both informal methods and more formal GSUSA and GSHS Adult Volunteer Awards & Recognitions
- Adhere to the policies of the Girl Scouts and promote Girl Scouting in a positive manner to the public as well as to all internal and external customers
- Have access and the ability to communicate via phone, internet and email

Marketable Skills

Leadership	Teamwork
Public Speaking	Flexibility
Content Writing	Organization
Social Media Communication	Creativity
Critical Thinking	Attention to Detail

Qualifications

- Must be at least 18 years old
- Must be in good standing with the Girl Scouts Heart of the South
- Be a registered adult member of Girl Scouts of the United States of America (GSUSA) and have a current Criminal Background Check on file
- Accept and adhere to the purpose and principles of the Girl Scout movement and the goals of GSUSA and the Girl Scouts Heart of the South