



COMMUNICATIONS SPECIALIST

Service Team Position Description

SUMMARY Enhance public awareness and support of Girl Scouting through regular two-way communication with volunteers, community contacts and local media. Serve as a vital link between the community and the council communications and marketing team.

SUPPORTED BY Member Support Executive (MSE)

APPOINTMENT Appointed by MSE for one year; reappointment based on annual evaluation.

RESPONSIBILITIES/DUTIES

- » Chronicle Service Unit and troop activities and events by taking photographs and writing brief articles.
- » Submit news items and photos to the council's marketing/communications team for internal communications (i.e. Connections, social media) and possible external use (i.e. news media and social media).
- » Proactively manage internal and external Service Unit communications, so that information is distributed effectively and efficiently. This may include promoting and supporting the Service Unit website, Facebook page or email newsletter.
- » Attend regular Service Team and leader meetings and participate in the annual Service Unit plan of work.

REQUIREMENTS AND QUALIFICATIONS TO BECOME A COMMUNICATIONS SPECIALIST

- » Present a positive image of Girl Scouting to girls, volunteers, and community members.
- » Comply with all GSUSA and Council policies and procedures, including Volunteer Essentials, recognize, understand, accept, and support all Council goals and objectives, including the Diversity Equity and Inclusion Statement.
- » Be guided in all actions by the Girl Scout Mission, Promise, and Law.
- » Be a registered member of GSACPC with a current background check.
- » Complete Communications Specialist training.
- » Leadership from the Inside Out online resource recommended.
- » Complete Looker Access Agreement to access GSUSA data system.

By signing this agreement, I acknowledge that I have read, understand and agree to all responsibilities and requirements listed in the Communication Specialist Team Position Description. In addition, as a volunteer serving in a Service Team position, I understand that some of my work will involve access to information/records that are considered confidential. I acknowledge my responsibility to respect the confidentiality of all volunteer and troop records, to follow council procedures in order to protect privacy and to act in a professional manner. I further understand that if I am found misusing confidential material or not protecting the privacy of others through my actions, I may be released from my position immediately.

SIGNATURE OF VOLUNTEER _____ DATE _____

PRINTED NAME _____ SERVICE UNIT _____

Thank you for your time and commitment!