

JOB DESCRIPTION: PUBLIC RELATIONS COORDINATOR

Job Title: Public Relations Coordinator

Purpose: The primary reason that GSRI needs Public Relations Coordinators in each Service Unit is to help generate excitement and awareness about *the activities and importance of Girl Scouting in local communities*. Each geographic area throughout our Council has its own priorities politically and socially, and each area faces different challenges overall (economically, in the educational districts, etc.).

Public Relations Coordinators are volunteers who *live in the Service Unit* and who *care very much* about keeping Girl Scouting in the minds and hearts of the community. Public Relations Coordinators are aware of the importance of Girl Scouting and because they live in the community, they are more likely to understand the challenges of “getting the word out” locally. They also know more about the people and businesses and places that will be most helpful when we want to let the community know what Girl Scouts are doing in their area.

People throughout our region, in every Service Unit, should be aware of the amazing and exciting activities of Girl Scouts everywhere...especially what girls are doing in their local areas! We want to make sure that people are constantly reminded of the contributions Girl Scouts are making to their local communities and that they know that their daughters would benefit greatly from becoming Girl Scouts. There is not one “right” way to get the word out. Every Coordinator has her own style and approach, and will collaborate with the Director of Communications & Marketing at GSRI.

Qualifications:

Public Relations Coordinators must:

1. Care very much about Girl Scouting and believe in the benefits of Girl Scout programs and activities.
2. Have current Girl Scout adult membership status.
3. Be willing to try to get the word out about how great Girl Scouting is for girls.
4. Be willing to give the time needed to be trained and to get the job done.
5. Be willing to communicate with the Director of Communications & Marketing in order to keep her informed of local activities and events.
6. Work directly with the Service Unit Manager and local leaders to support their efforts as part of the Service Unit Team.

Responsibilities:

Public Relations Coordinators are asked to:

- Keep the Director of Communications & Marketing informed about important and exciting Girl Scout activities in his/her Service Unit throughout the year.
- Work with local media outlets (newspapers, radio stations, cable television, etc.) to “get the word out” about what Girl Scouts are doing in their local communities (by talking with reporters and/or editors, or writing and disseminating press releases, by taking photos and sending them to newspapers, etc.).
- Make sure that Girl Scouts are visible in the local communities by creating and monitoring displays and exhibits, and by getting Girl Scouts to participate in parades, etc. Public Relations Coordinators are invited to *be creative* about how they can raise the visibility of Girl Scouts in their areas. What works in one area may not work in the other areas.
- Promote and “get the word out” about Council-wide events, especially: Sign Up Activities, Cookie Sales Kick-Offs and activities, Camp Activities, Project Undercover, Gold, Silver, and Bronze Award celebrations, and any other special events local troops may be involved in.
- Adhere to and promote national and council policies, standards, and procedures.