



Girl Scouts of Southeastern New England

Public Relations Coordinator

TITLE: Public Relations Coordinator

DESCRIPTION: The Public Relations Coordinator plays a critical role in generating excitement and awareness about the activities and importance of Girl Scouting within their local community. Each geographic area throughout GSRI 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 at GSSNE.

RESPONSIBILITIES:

- Keep the Communications Specialist 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: Registration events, 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.

QUALIFICATIONS:

- Current adult membership within Girl Scouts of Southeastern New England.
- Compassion about Girl Scouting and believe in the benefits of Girl Scout programs and activities.
- Eager to promote how wonderful Girl Scouting is for girls.
- Willingness to invest the time needed to be trained and to perform the job.
- Ability to communicate effectively with the Director of Communications in order to keep her informed of local activities and events.
- Work directly with the Service Unit Manager and local leaders to support their efforts as part of the Service Unit Team.
- Affirms that the Girl Scout movement actively seeks members of every racial, ethnic, religious, and socioeconomic group.
- Effectively relates to, and communicates with girls and adults of diverse backgrounds.