

## **Girl Scout Area Publicity Coordinator Position Description**

### **Appointment/accountability:**

Appointed by, and accountable to, the area manager and Girl Scouts Heart of Michigan (GSHOM) communications team to publicize Girl Scouting in the local community.

### **Term of appointment:**

One-year appointment generally concurrent with the membership year, October 1 through September 30.  
Recommended term limit: 5 years

### **Responsibilities:**

1. Maintain regular contact with the area management team and troop leaders to search for potential Girl Scout news stories or broadcast coverage opportunities (i.e. unique programs, service projects, etc).
2. Submit items of interest, including photographs, to GSHOM communications team for possible media coverage or inclusion in GSHOM publications.
3. Send copies of submitted and published items to GSHOM communications department.
4. Explore alternative methods of publicizing Girl Scouting in the community, such as:
  - a. Window displays or library displays.
  - b. Area web site.
  - c. Displays at fairs, shopping centers, etc.
  - d. Girl Scouts participation in community events.
  - e. Speaking engagements.
5. Attend and participate in area management team and area leaders' meetings to keep up-to-date on Girl Scout activities and to collect stories.
6. Contribute to the development of a diverse and pluralistic Girl Scout membership.
7. Assist other area management team members moving the area toward its goals.

### **Qualifications:**

- Accepts the principles and beliefs of Girl Scouts USA (GSUSA) and GSHOM.
- Is a registered member of GSUSA
- Ability to work with people of all racial, ethnic, cultural, religious, socioeconomic backgrounds and ability levels.
- Excellent written and oral communication skills
- Access to a telephone and email.
- Knowledge of local community media - newspapers, radio, TV, networks.
- Able to provide positive, accurate information for news releases or stories for internal and external purposes.

**Benefits to volunteer:** Volunteers in this position will (1) develop and maintain position related skills, (2) enhance their connection with the community, (3) enhance marketing skills.