



GIRL SCOUTS®

Girl Scouts of the Jersey Shore

POSITION DESCRIPTION

POSITION TITLE: Communications Manager

ACCOUNTABILITY: Service Unit Manager

TERM: One Year

PURPOSE: To increase public awareness of Girl Scouting in the community.

RESPONSIBILITIES:

1. Attends training for position.
2. Adheres to the Girl Scouts of the USA and Girl Scouts of the Jersey Shore, Inc. policies, guidelines, standards and procedures.
3. Prepares news releases on behalf of the Service Unit and submits them to local media and Council Public Relations Manager.
4. Provides Council Public Relations Manager with newsworthy information and digital photographs when possible.
5. Collects news clippings from local media and submits them to Council Public Relations Manager.
6. Maintains internal communications and website for the Service Unit as assigned by the Service Unit Manager.
7. Submits appropriate Service Unit information for council publications.
8. Attends Service Unit and service team meetings.

QUALIFICATIONS:

1. Is a registered member of GSUSA.
2. Is an open-minded, flexible and enthusiastic individual who demonstrates the ability to write in a clear, concise manner.
3. Has the ability to represent and promote Girl Scouting in a positive manner.