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## Service Unit Team Position: Public Relations Coordinator

The role of the Service Unit Public Relations Coordinator is to ensure that girls in the assigned area have the opportunity to participate in Girl Scouting by publicizing and promoting Girl Scouts in the local communities. The Public Relations volunteer will ensure girls are served in a manner that is consistent with the Girl Scout Mission, Promise and Law, Girl Scout Leadership Experience and policies and goals of Girl Scouts of Montana and Wyoming and Girl Scouts of the USA.

### Required Skills for Service Unit Public Relations Coordinator:

- Willing to contribute to a supportive Service Unit environment and conscientious effort toward meeting the responsibilities of the position
- Experience/desire to work with girls and adult volunteers
- Effective communication skills-public speaking, motivating, encouragement, negotiations
- Be a positive role model and spokesman for Girl Scouts to the public
- Presentation skills-engaging, animated, creative ways to present, utilize visual aids, demonstrating confidence and knowledge in material presented
- Some knowledge of technology, including PowerPoint presentations, projectors, email
- Community collaboration-knowledge of resources and networking ability
- Ability to research opportunities to promote Girl Scouts in the community
- Experience with media and outreach publications-brochures, flyers, posters, public service announcements and the internet
- Effective time management-organize, prioritize, meet deadlines, scheduling, follow through

**Service Commitment:** The Service Unit Public Relations Coordinator is appointed by the Service Unit Manager for a one year renewable term. She/he should expect to devote the necessary time to carry out the assignment, which will vary depending on the needs of the area. Position requires minimum of 2-4 hours per month.

**Supervision and Support:** The Service Unit Public Relations Position is appointed, supported by and accountable to the Service Unit Manager and the staff of Girl Scouts of Montana and Wyoming.

### Qualifications and Accountabilities:

- Volunteer is a registered member of Girl Scouts of the USA and at least 18 years of age.
- Complete the volunteer process as set by Girl Scouts of Montana and Wyoming; including authorizing a background check.
- Participate in required training related to the position.
- Exhibit behavior consistent with the framework of the Girl Scout mission, Promise and Law, policies, procedures, and standards of the council and Girl Scouts of the USA (Refer to Blue Book of Basic Documents, Safety-Wise, and the Volunteer Resource Manual).
- Encourage participation in Girl Scouting by all girls and adults regardless of race, creed, color, religion, ethnicity, physical ability, national origin, or socioeconomic status.
- Utilize Girl Scout resources, especially those relating to safety, policies, and organizational standards.
- Be enthusiastic and positive in working with girls and their parents/guardians.
- Attend Service Unit meetings as requested.
- Participate in development and implementation of Service Unit goals, ensuring that the goals reflect long-term health and well-being of the Girl Scout movement by growing and strengthening the Service Unit.
- Listen to volunteer successes/concerns and share with Service Unit team and staff as appropriate.
- Assure that Service Unit volunteer meetings include information and training relevant to the support and implementation of the Service Unit goals relating to public relations.
- Maintain Girl Scouts of Montana and Wyoming confidentiality standards.
- Keep the staff of Girl Scouts of Montana and Wyoming informed about ongoing public relations programs in the region.
- Establish and maintain contacts with local news director, editors, community contacts, and Girl Scout personnel.
- Seek out likely story material by acting as liaison between Service Unit managers, troop leaders, and Girl Scouts of Montana and Wyoming.
- Develop and submit story copy or information sheets to designated media to report on newsworthy troop, council or regional programs.
- Arrange photo opportunities.
- Ensure publicity materials received from the council are placed with local media.
- Work closely with Membership Manager and other Girl Scouts of Montana and Wyoming staff to explore alternative methods of publicizing Girl Scouts in the local community including the following methods: Internet-including social networking sites; window/library displays; printed materials including newspapers, schools and corporate flyers, posters, and articles; displays and exhibits at fairs, trade shows, shopping centers, etc.; marquee or reader boards; radio and television-including public service announcements and calendar listings.
- Assure all communication to the public is linked to the Girl Scout Leadership Experience; focusing on the outlined keys, processes, and outcomes.
- Participate in and provide input to your Membership Manager and the staff of Girl Scouts of Montana and Wyoming regarding conferences, training opportunities, and community programs.
- Meet and/or correspond with various representatives of other community agencies as needed to coordinate, expand, and improve opportunities for Girl Scouts within the community.

I have read and understand the responsibilities as stated in this job description and agree to perform them to the best of my ability.

Signature of Public Relations Coordinator \_\_\_\_\_ date \_\_\_\_\_