

Volunteer

GSSU Public Relations & Branding

Position Description

Department: Primary support: Marketing. Additional support: Retention, Recruitment and other GSNETX departments.

Position Summary: Increase the local visibility of Girl Scouts as the leadership development organization that builds girls of courage, confidence and character, who make the world a better place.

Position supported by: *Amanda Duquette, VP Marketing & Communications.* aduquette@gsnetx.org. 972-349.2452.

- Responsibilities:**
- o Monitor Girl Scout Service Unit / Troop activities for opportunities to promote Girl Scouts to local print media (newspapers, newsletters, etc.).
 - o Acquire approval from GSNETX Marketing Director of documents and photos to be published.
 - o Send at least one (1) news release per month about Girl Scout Service Unit / Troop activities to local print media (newspapers, newsletters, etc.), each release should be pre-approved by the GSNETX Marketing Director.
 - o Contact GSNETX Marketing Director when local Girl Scout news has a broader appeal to the Dallas Morning News and/or broadcast media audiences (television and radio).
 - o Communicate/cooperate with GSNETX Marketing / Communications staff to ensure consistent messaging.
 - o Organize and/or participate in community events with Girl Scout exhibits, activities, or information areas.
 - o Perform other position-related duties as assigned
 - o Maintain confidentiality of all GS Adult Volunteer information received.
 - o Attend conferences, meetings and other scheduled events as appropriate, including but not limited to GSNETX Kickoff, VIP Meetings, SU Summit, etc.

Skills & Abilities:

- o Previous GS experience preferred but not mandatory.
- o Desire to help others.
- o Collaborative and open to various ideas and perspectives. Diplomatic and able to work with different kinds of people.

Position Commitments:

- o Membership & Administration:
 - Have current GSUSA membership.
 - Ensure that compliance with the regulations governed by the following is met: GSUSA and GSNETX Policies and Procedures.
 - Complete the volunteer security process as required by position in order to help ensure the safety of the girls served through Girl Scouts.

- Time: 1 year
- Complete GS Service Unit Overview Training (TR601) – Home Study as soon as possible after accepting the position and Adult Education and enrichment courses as needed to support continued effectiveness.
- By accepting any volunteer position with Girl Scouts of Northeast Texas I accept and agree to abide by the Girl Scout Promise and the Girl Scout Law. I will respect and maintain the confidentiality of all privileged information related to Girl Scouts, its' girl and adult members, volunteers and staff to which I am exposed while serving as a Volunteer.

The Girl Scout Mission, Promise and Law are shared by every member of Girl Scouting and define the way Girl Scouts agree to act every day toward one another, other people and the world.

Girl Scout Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Girl Scout Promise

On my honor, I will try:
 To serve God and my country,
 To help people at all times,
 And to live by the Girl Scout Law.

Girl Scout Law

I will do my best to be
 honest and fair,
 friendly and helpful,
 considerate and caring,
 courageous and strong, and
 responsible for what I say and do,
and to
 respect myself and others,
 respect authority,
 use resources wisely,
 make the world a better place, and
 be a sister to every Girl Scout.

Volunteer appointment and agreement is carried out through an online process.