

Summary: Service Unit PR Coordinator role is a very exciting position within the Service Unit Team that promotes opportunities for girls and adults to become Girl Scout members and volunteers by generating awareness through recruitment events, community booths, table events, open house events, and by distributing official Girl Scout branded materials provided by (or approved by) the council marketing department. The PR Coordinator is the face of Girl Scouts in their service unit community who works in partnership with Membership Recruitment Staff (subject matter experts), their CME and their Service unit Team; she/he is the person who communicates campaigns, plans, best practices, and executes the tactics throughout the membership year, within the service area, to achieve organizational goals and objectives as determined by the larger strategic planning process. The PR Coordinator is willing to assist with coordinating staff-led recruitment events and bracelet rallies, while also planning and hosting volunteer-planned and led PR and recruitment activities and events in their communities.

Position Supported By: All service team members work as a team under the direction of the Service Unit Director (SUD) and Community Membership Executive (CME). This role is also supported by the Membership Recruitment Manager and Membership Recruitment Coordinators for subject matter expertise.

Responsibilities:

- Generate excitement about Girl Scouting to the greater community.
- Be the face of Girl Scouts in your community.
- Communicate and collaborate with the Membership Recruitment Department, your CME, and your Service Unit Team to develop an all-season recruitment plan, including staff-led events, service unit-led events, and marketing efforts, based on new girl membership goals and benchmarks.
- Generate leads by holding service unit recruitment events, hosting table events, and assisting with council staff-led recruitment events. These leads need to be sent to the GSNEO Customer Care Team using the proper channels within 48 hours of an event.
- Recruit new girls into volunteer-led Girl Scout troops or into Juliettes, if this is what the girl prefers.
- Recruit new volunteers.
- Organize recruitment events that target non-members to join Girl Scouts.
- Host table events in your communities to spread awareness about Girl Scouts.
- Communicate with council Membership Recruitment Staff on any recruitment or marketing needs for your area in advance of events.
- Build and maintain relationships with key community partners: schools, houses of worship, libraries, community centers, and community leaders.
- Manage your service unit's recruitment efforts and supplies in collaboration with council Membership Recruitment Staff, your CME, your Service Unit Director, and other service unit volunteers.
- Collaborate with your SUD, Registrar, and your CME to ensure troops are up to date with all information and that enough troops are on display for families to choose from when registering for Girl Scouts.
- Send out and post up-to-date promotional material in your service unit's communities that follow current GSNEO branding standards and guidelines.
- Cultivate, lead, and train Community Liaisons in your service unit to help assist you with recruitment efforts and building targeted partnerships in your area.
- Participate in succession planning for your role.

Marketable Skills and Abilities:

- Motivating Groups
- Sales Experience
- Public Relations & Social Media
- Event Planning
- Strong Communication
- Problem Solving
- Public Speaking
- Leadership
- Teamwork

Position Commitments:

- Membership & Administration
 - Maintain a current GSUSA membership and complete the volunteer screening process to help ensure the safety of the girls and volunteers served through Girl Scouts. This is an administrative role and must be approved to handle funds.
 - Agree to opt-in to receive emails and text messages from GSNEO and GSUSA.

- Comply with GSUSA and GSNEO Policies, GSNEO Standards and Guidelines, GSNEO Branding Standards and Guidelines, Volunteer Essentials, Safety Activity Checkpoints, GSNEO Bylaws and GSNEO Volunteer Policies.
- **Tenure/Time:** Three-year term (Oct.1 – Sept. 30); may serve up to two consecutive terms. 5-7 hours per month; Varies seasonally – busiest times are August-mid-November and April-mid-June
- **Required Training:** PR Coordinator Learning Path in gsLearn
- **Highly Recommended:** GSNEO leadership development courses (in-person and online), Service Unit Team Kick Off meetings, A.L.E, Council-led Service Unit Team meetings, Membership and participation in the PR Coordinator Facebook group, staying up to date with the Service Unit Team e-newsletters.
- By accepting this volunteer position with Girl Scouts of North East Ohio I agree to abide by the Girl Scout Promise and 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,
 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.