



Communications Representative Volunteer Position Description

Reports to: Service Unit Manager (supports River Valleys' Marketing and Communications Department)
Term: Two years, with reappointment
Purpose: To enhance public awareness and support of Girl Scouting through regular two-way communication with local media and community contacts. Communications representatives are the vital link between the community and the council communications department.

RESPONSIBILITIES:

1. Actively seek opportunities to submit news releases and photos (featuring troop and service unit activities and events) to your local newspaper, community education bulletin, local cable access station, and/or other local communications vehicles.
2. Submit news items/photos to the council's marketing and communications department for internal use (i.e. newsletters, press releases, collateral marketing materials); ensure photo releases and interview consent forms are completed by parents/guardians of minors included in news items/photos.
3. Work with the council's marketing and communications department on any service material that could be suitable for submitting to major media (television, radio and newspapers).
4. Take photographs and write brief articles regarding service unit events for publication in area newspapers, council newsletters, websites, or other public relations possibilities.
5. Turn in at least two clips from your local media outlet per month to the marketing and communications department.
6. Inform troop leaders how to submit stories and photos to area newspapers or council publications.
7. Develop a system of communication or newsletter for sharing information within the service unit. This might include promoting and supporting the service unit website.
8. Participate as an active member of the service unit team by attending regular service unit team and leader meetings, and participating in the creation of the annual service unit plan of work.
9. Complete volunteer position training within required timeframe.
10. Attend at least one quarterly communications representative webinar/meeting.
11. Follow all GSUSA and River Valleys' policies, standards, and procedures.
12. Promote and support River Valleys' Family Fundraising Campaign, Cookie Program Activity, and Fall Product Program in relationship to your volunteer position.



QUALIFICATIONS:

1. Currently registered adult member of GSUSA.
2. Willing to fully participate in volunteer application and screening process.
3. Practice welcoming and inclusive behavior toward people of all ages, races, religions, cultures, abilities, sexual orientation, gender, educational, and economic backgrounds.
4. Committed to speak and act in a manner consistent with the Girl Scout Mission, Promise, and Law.
5. Basic knowledge about your community and its resources.
6. Cultivate and develop contacts with the news media and others involved with public relations.
7. Demonstrate excellent group and interpersonal communication skills
8. Ability to speak and write clearly, accurately, and enthusiastically.
9. Willingness to work with all troops within service unit as well as other nearby communication representatives to ensure quality coverage of Girl Scouts events.

BENEFITS:

1. Help girls and volunteers become confident leaders who discover, connect, and take action in their community.
2. Receive limited accident coverage while carrying out Girl Scout responsibilities as a member of GSUSA.
3. Share your passion, experience, and enthusiasm for the Girl Scout program with new and veteran volunteers.
4. Share your knowledge, experience, and skills with girls and volunteers.
5. Gain and develop skills for personal and professional growth.
6. Receive training in areas of responsibility, plus continuous learning opportunities.
7. Increase the visibility of Girl Scouts in your community.

RIVER VALLEYS' RESPONSIBILITIES TO OUR VOLUNTEERS:

1. Strive to match your skills and talents with an appropriate volunteer position.
2. Provide a volunteer position description and orientation to your position, River Valleys, and GSUSA.
3. Provide position-specific training when required and document when completed.
4. Provide an extensive network of resources, contacts, and programming ideas, and ensure services, materials, and resources are available and accessible.
5. Provide current information on upcoming events and activities through newsletters, meetings and online resources.
6. Provide ongoing support, guidance, evaluation, and recognition of your volunteer service.