

# SERVICE UNIT COMMUNICATIONS

## SERVICE UNIT TEAM MEMBER

**Summary:** The Service Unit Communications team member facilitates effective communication within service unit members and coordinates with GSDSW to manage representative media messaging and efficient two-way dissemination of council/service unit communication.

**Term of Appointment:** The Service Unit Communications member is appointed for a three (3) year term from October 1 through September 30, renewable upon completion of the council volunteer evaluation process. This position requires an average of 4 hours per week.

**Supervision:** The Service Unit Treasurer is supervised by the GSDSW Troop/Service Unit Support team which will provide general oversight for all service unit operations and Chief Marketing & Communications Officer.

### Responsibilities:

- Work with Service Unit Team to manage and provide support for a designated group of troops
- Create an agenda for each SU Team meeting and SU meeting to distribute accordingly
- Attend Service Unit Team meetings and Service Unit meetings
- During monthly SU meetings, provide a report as the SU Communications and answer questions
- Take minutes and attendance at Service Unit meetings and distribute accordingly
- Maintains and keeps everyone informed of the SU and Key Dates council calendar
- Develop, coordinate and manage social media pages, platforms, etc. for the SU
- Maintain a current Service Unit email distribution list of all SU members
- Assist service unit team members with marketing related to programs, events, recruitment, etc.
- Assist in coordinating public relations between council and local media
- Submit pictures and information related to service unit/troop happenings to GSDSW Chief Marketing & Communications Officer
- Be knowledgeable and provide guidance to service team and troops on Girl Scout branding and logo standards
- Ensure that service unit publicity reflects the diversity of Girl Scouting in the area
- Stay abreast of any newsworthy happenings in your community
- Submit information for council approval before seeking media coverage and/or publication
- Recommend and mentor a new service unit manager during your third year in this position
- Complete Service Unit Position training provided by GSDSW
- Ensure positive visibility and awareness of Girl Scouting in the community
- Be guided by the Girl Scout Mission, Promise and Law
- Remain informed about, comply, and support the most current policies, procedures, and guidelines of Girl Scouts of the Desert Southwest (GSDSW) and Girl Scouts of the USA (GSUSA)

### Qualifications and Core Competencies

- **Girl Focus:** Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun
- **Personal Integrity:** Demonstrate dependability, honesty, and credibility
- **Adaptability:** Adjust, modify own behavior, remain flexible and tolerant in response to changing situations and environments
- **Oral Communication:** Express ideas and facts clearly and accurately; committed to supporting the council by presenting a positive and consistent message of Girl Scouting
- **Foster Diversity:** Understand, respect, and embrace differences
- **Computer Skills:** Access to email and the internet, plus knowledge of social media
- **Time Management:** Ability to meet council deadline and complete tasks in a timely manner
- **Additional requirements:**
  - Current GSUSA membership
  - Previous Girl Scout experience is preferred
  - Completed volunteer background check and training requirements remain up to date
  - Remain a volunteer in good standing at all times

By signing below, I affirm that I have read and understand the information above and agree to fulfill the responsibilities for this position.

Date: \_\_\_\_\_ Service Unit: \_\_\_\_\_

Print Name: \_\_\_\_\_ email: \_\_\_\_\_

Signature: \_\_\_\_\_