

## **JOB DESCRIPTION**

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**TITLE: Marketing Communications Specialist**

**REPORTS TO:** Chief Mission Delivery Officer

**Classification/FLSA Status:** Regular, Full-time, Non-Exempt

**LOCATION:** El Paso, Texas

**POSITION SUMMARY:** Responsible for assisting with the development, enhancement, and maintaining the council's image and brand. The incumbent is responsible implementing strategies for public relations, communications, media, and marketing campaigns to promote Girl Scouting to internal and external audiences, using all forms of media available to increase girl and adult membership and gain financial and community support.

### **Essential Duties & Responsibilities**

#### **MARCOM**

1. Assists with the development and implementation of a comprehensive council marketing, public relations and communications strategy and plan.
2. Executes day-to-day social media initiatives, including posting diversified content and developing strategies to improve user engagement and drive action across all major channels. Stays up to date on best practices and emerging trends. Monitors and responds to customer questions and comments in a timely manner during the workday.
3. Establishes and cultivates relationships with local and mainstream media throughout the council jurisdiction.
4. Fields inquiries from news media, provides guidance on responding to requests for information about the council.
5. Seeks media opportunities to support the recruitment of girls and adults, promote Girl Scout programs, and attract new funding sources.
6. Develops and implements a variety of marketing initiatives (venues may include paid and in-kind television advertising, radio advertising, print advertising, social media, Web, digital, and direct mail) to generate leads for girl members and adult volunteers throughout the council jurisdiction.
7. Designs, develops, and coordinates the production of all communications and marketing materials, including, but not limited to, council newsletters, publications, and print materials with guidance from CMDO and CEO.
8. Works collaboratively with all functional areas of the council to develop media campaigns, communications pieces and messages that support and achieve the council's membership, fund development, and other goals.
9. Writes press releases, feature stories, bios, program guide content, marketing emails, advertisements, and PowerPoint presentations. Collects and pitches stories or articles highlighting accomplished Girl Scouts, alumnae, Troop efforts of significance, and other stories which highlight the Council programs and our mission.
10. Brings the Girl Scout brand to life using imagination and GSUSA toolkits, the brand voice, fonts, colors, and brand essence.
11. Ensures council website has up to date information.
12. Provides Girl Scout event support, including public speaking, PowerPoints, photography, videos, and Facebook Live.

## **GENERAL**

1. Works with Chief Mission Delivery Officer to develop annual operating budget.
2. Active participation in the development of environments that foster diversity, equity, inclusion, and access through words, actions, and attitude.
3. Performs other duties as necessary or assigned.

## **Education and Experience:**

1. Associate degree or two years of directly related work experience.
2. Strong interpersonal, written, and oral communication skills including public speaking skills required.
3. Proficient in Microsoft Office including Word, spreadsheets, Outlook. Experience with database systems, such as Salesforce, preferred.
4. Demonstrated ability to work as part of a team, multi-task, meet deadlines, take initiative, and maintain confidentiality.

## **Required Skills/Abilities:**

1. Ability to work a flexible schedule including evenings and weekends.
2. Travel throughout council jurisdiction up to 20% of the time.

## **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Ability to work a flexible schedule, occasional evenings and weekend work may be required as job duties demand.
- Sufficient eye-to-hand coordination to successfully operate a computer keyboard.
- Ability to give and receive information by telephone and in person.
- Ability to give presentations in front of large groups.
- Ability to lift and stack cases of cookies, operate a hand truck, bending and twisting related to cookie storage and movement.
- Ability to sit upright for extended periods of time.
- Ability to occasionally climb or balance, and stoop, kneel, crouch, or crawl.
- The employee must frequently lift and/or move up to 20 pounds and occasionally lift and/or move up to 50 pounds.
- Must have personal transportation and ability to drive, possess a valid driver's license, maintain personal auto insurance and meet the council insurance company's requirements for coverage.
- Other demands, as determined by the council.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This job functions primarily out of a designated Council office location which provides a professional workspace in an open concept office environment. Off-site work may be required and will take place at leased warehouse, community locations including schools, churches, office buildings, parks, camp site and other settings as needed.

### **Other Working Conditions**

- Continuous requirement for professional demeanor and appropriate office attire.
- Criminal background and motor vehicle record (MVR) checks are required.
- Continuous work as a team member and ability to work independently with some supervision.
- Continuous ability to work well with others.

## GIRL SCOUT CORE COMPETENCIES

The competencies listed below are core to the Girl Scout movement:

- **Empathy, with colleagues and customers** – a successful member of the Girl Scout team approaches others with a service mindset, offers humility, and inspires trust, takes time with people and is a good listener, and overall offers respect and kindness to all.
- **Possibility Thinking** – staff members approach challenges with curiosity, show enthusiasm, explore alternatives before acting, take on challenging tasks and see opportunity in ambiguity, change and transition.
- **Innovation** – core to Girl Scouting, staff must think in unique and independent ways, pursue standards of excellence, learn from risk taking and failure, and embrace new ideas from everywhere and everyone.
- **Courageous Leadership**, of self and others – staff work for the good of the whole, work collaboratively at all times, model assertive behaviors: bold, confident, respectful, empower others and distribute decision making, promote honest communication and passionate debate, and maintain personal integrity.

### Acceptance of Job Description:

I understand and accept this job description. I understand that it supersedes any previous job description. I further understand that future performance evaluations will be based on my meeting the tenets of the job description. The above statements reflect the general duties considered necessary to describe the principal functions of the job as identified and shall not be considered as a detailed description of all the work requirements that may be inherent in the position. I acknowledge being given a copy of this job description.

Agreed to by \_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

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