

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: _____