

*Girl Scouts Heart of Central California*  
**Volunteer Position Description**

**POSITION:**                   **SERVICE UNIT COMMUNITY RELATIONS REPRESENTATIVE**

**OBJECTIVE:**               Publicize Girl Scouting in the local community.

**ACCOUNTABILITY:**      Appointed by and accountable to the service unit manager.

**WORKS WITH:**             Director of Communications

**RESPONSIBILITIES:**

1. Maintain close contact with the service team and troop leaders to search for good story material.
2. Following council guidelines, submit to local community newspapers timely, well-written news releases about Girl Scout topics. Send copies of submitted and published items to the council Director of Communications
3. Submit items of interest to the council public relations manager for possible media coverage or inclusion in council publications (i.e., unique programs, service projects, etc.).
4. Explore alternative methods of publicizing Girl Scouting in the community, such as:
  - window displays or library displays
  - displays at fairs, shopping centers, etc.
  - Girl Scouts participation in community events
  - speaking engagements (the council can supply the speakers)
5. Attend and participate in service team and service unit leaders' meetings as requested.
6. Contribute to the development of a diverse and pluralistic Girl Scout membership.
7. Assist other service team members in moving the service unit toward its goals.

**QUALIFICATIONS:**

- At least 18 years of age.
- Is (or is willing to become) a member of Girl Scouts of the USA.
- Able to work with people of all racial, ethnic, cultural, religious, socioeconomic backgrounds and ability levels.
- Knowledge of Girl Scout program and local service delivery.
- Able to provide positive, accurate, typed news releases/stories.
- Excellent written and oral communication skills; access to a telephone.
- Willingness to participate in a yearly performance review.