



Association of Girl Scout Executive Staff

“Committed to Professional Excellence”

**GIRL SCOUTS OF MICHIGAN SHORE TO SHORE
POSITION POSTING**

Title: Director – Marketing and Communications

Reports to: Vice President – Development and Communications

Classification/FMLA Status: Regular Full-time/Exempt

Position Summary: The Director – Marketing and Communications manages all aspects of the council’s public relations and media/marketing campaigns to promote Girl Scouting to internal and external audiences.

Essential Duties and Responsibilities:

1. Provide professional expertise and direction to the council and the Board of Directors on all aspects of marketing, public relations and communications.
2. Create, develop, and implement a comprehensive council marketing, public relations and communications plan.
3. Oversee and approve the preparation and design of all council-related marketing materials, including print and electronic materials.
4. Manage council website and electronic communication utilizing e-newsletters and social media.
5. Establish a presence in the community with key media sources (print, video, and electronic) to increase the council’s visibility that reflect contemporary Girl Scouting.
6. Aggressively seek media opportunities to promote the Girl Scout program, to support the recruitment of girls and adults, and to attract new funding sources.
7. Participate in the establishment of marketing, public relations and communications policies, procedures, plans, goals, and budgets; manages the communications budget.
8. Field inquiries from news media and provides guidance on responding to requests for information about the council.
9. Work closely with the Vice President – Development and Communications to increase marketing strategies to promote the Girl Scout image for donor cultivation.
10. Prepare speeches and public correspondence on behalf of the council, as necessary, for the CEO and the council’s Board of Directors.
11. Collaborate with the Business Services Manager in the planning and implementation of the Annual Meeting and Recognition Celebration.
12. Interface with other Girl Scout councils and GSUSA on national public relations events and initiatives.



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13. Develop and distributes a council-wide Crisis Management Plan for staff and volunteers.
14. Ensure that diversity and pluralism are embraced and incorporated in to the work of the council.
15. Other related duties as assigned.

Requirements:

1. Adherence to Girl Scouts of Michigan Shore to Shore policies and procedures
2. Registration as a member of Girl Scouts of the USA
3. Willingness to work a flexible schedule including evenings and weekends
4. Willingness to travel as job requires
5. Capability to provide own transportation and maintain operator license

Qualifications:

1. Bachelor's degree in related field or equivalent experience required
2. Three to five years marketing and public relations experience
3. Advanced desktop publishing and Adobe Suite skills
4. Excellent written and oral communication skills, including public speaking experience
5. Experience in program planning, budgeting, and evaluation
6. Strong organizational skills, analytical skills, and attention to detail
7. Creativity, vision and the ability to motivate and inspire others
8. Experience in cultivating community contacts and collaborations
9. Demonstrated knowledge of, or willingness to learn, Girl Scout program, principles, and standards
10. Sensitivity to issues affecting girls

To apply for this position, submit a cover letter and resume or an Application for Employment to Girl Scouts of Michigan Shore to Shore, Attn: Human Resources, via E-mail hr@gsmists.org, fax (616) 784-8187, or mail 3275 Walker Avenue NW, Grand Rapids, MI 49544

EOE Committed to Diversity and Equality