

Service Unit Media Liaison Position Description

Summary: Actively promote Girl Scout activities throughout the service unit to raise awareness, build trust, and keep Girl Scouts top-of-mind among residents in your community.

Expected Commitment: averages 5 hours per month, 1-year term of appointment (August-July) with the option to renew annually

Training Required: GSEMA Service Unit Media Liaison training offered at the annual volunteer summit or online, at your own pace (~60 minutes)

Supported by: GSEMA marketing team members (staff) in collaboration with additional staff subject-matter experts

Position Key Responsibilities:

- Establish and maintain a relationship with local media outlets
- Remain up to date and knowledgeable about Girl Scout events, activities, and accomplishments in the service unit.
- Collect photographs from troop and service unit Girl Scout events/activities to share with the media

Service Unit Leadership Team Responsibilities:

As a leader within your Girl Scout community, you will:

- Work collaboratively with GSEMA staff across all departments and fellow volunteers
- Model best practices by committing to the principles of the Girl Scout Movement, including the Girl Scout Promise and Law, and following GSEMA Volunteer Policies & Procedures
- Encourage Girl Scout volunteers to share their troop's stories with you to promote and publicize Girl Scout and Service Unit events, activities, and accomplishments by informing local online and print media sources in a timely manner.

Qualifications:

- Complete appointment interest interview with the Senior Director of Marketing.
- Agree to the volunteer provisions listed in the annual Online Volunteer Agreement, including but not limited to annual membership; a criminal background check; confidentiality of member information (CISP); and the Girl Scout commitment to work with all without regard to race, ethnicity/culture, religion, socio-economic status, gender, gender identity and expression, sexual orientation, or differing abilities.