

## Volunteer Position Description

**Title:** Service Unit Public Relations Representative

**Reports to:** Service unit manager, with additional support from the council communications director and membership manager.

### **Purpose of Position:**

- To enhance public awareness and support of Girl Scouting through regular communication with local media and community contacts.

### **Benefits:**

- Opportunity to gain valuable experience in writing, reporting, and public/media relations.
- Free training in areas of responsibility, plus enrichment training.
- Performance evaluations and performance recognition.
- Employment and educational referrals based on job performance.
- Satisfaction of knowing you have made a difference in the lives of girls in your service unit by helping them discover, connect and take action.

### **Responsibilities:**

- Actively seek opportunities to submit news releases and photos (featuring troop and service unit activities and events) to your local newspaper, community education bulletin, cable television station, and/or other local communications vehicles.
- Submit news items/photos to the council's communications department for internal use.
- Work with the council's communications director on any material that you wish to submit to major media in Minneapolis/St. Paul (television, radio, and newspapers).
- Follow Girl Scout policies, standards, and guidelines.

### **Qualifications:**

- Ability to work with other adults.
- Ability to speak and write clearly, accurately, and interestingly.
- Basic knowledge about your community and its resources.
- Willingness and ability to volunteer 10 hours per month (maximum) for one year.