

GIRL SCOUTS OF GULFCOAST FLORIDA, INC.
4780 Cattlemen Road, Sarasota, FL 34233
www.gsqcf.org

POSITION POSTING

For consideration, email your resume and cover letter outlining your interest to hr@gsqcf.org

Position Title: Communications and Marketing Associate
Reports to: Chief Communications and Marketing Officer
Location: Sarasota office
Schedule: Council office hours, occasional evenings, and weekends
Status: Full time, Exempt
Date: July 23, 2021

Position Summary

The Communications and Marketing Associate is responsible for connecting and aligning support in our ten-county area through the successful development and execution of communications and marketing strategies, and the cultivation of key community relationships, resulting in the positive promotion of the image of Girl Scouting to internal and external audiences.

Essential Duties and Responsibilities

1. Serves as brand champion, ensuring all collateral and messaging is consistent and in compliance with Girl Scouts of the USA and management of the Girl Scout Brand Guidelines.
2. Participates in the development of the council communications and marketing strategies and programs.
3. Works collaboratively to support the council's strategic business goals and market-driven membership strategy to promote the Girl Scout Leadership Experience for the development, recruitment, and retention of girl/adult membership.
4. Writes and produces council publications and media communications including electronic and printed newsletters, announcements, promotional materials, press releases, website, blog, and social media channels.
5. Identifies emerging social media and marketing trends, and collaborates with supervisor to plan and execute.
6. Manages content and the scheduling of all messaging delivered through social media channels.
7. Maintains working and historic public relations files, such as photos, PR releases, news clippings, Girl Scout memorabilia, etc.
8. Generates email communications and develops an understanding of the Salesforce Marketing Cloud.
9. Maintains a general understanding of the Adobe-based website to serve as backup as needed.
10. Oversees the Media Marvels opportunity, working collaboratively with the program department to deliver a meaningful experience utilizing the Girl Scout Leadership Experience (GSLE) Curriculum.
11. Organizes and assists with the planning and logistics of adult friend- and fund-raising activities and special events as assigned.
12. Coordinates media coverage of assigned key fundraising events.
13. Works collaboratively with marcomm and development team to develop and maintain a positive and productive network of contacts and relationships within a range of print, broadcast, and electronic media outlet sources.
14. Manages the content and delivery of the monthly membership e-newsletter.
15. Coordinates with all teams to establish and maintain a "story bank" of success stories, testimonials, and photos creating our "cause for support."

16. Serves as a key point person for the proof-reading of all collateral material.
17. Works collaboratively with colleagues across the council and contributes to building a cohesive, flexible, and productive staff that demonstrates the values and mission of Girl Scouts.
18. Performs accurate record creation/entries/changes, a variety of data collection, data entry, data verification, and data distribution routines and is responsible for ongoing accurate and timely day-to-day administrative tasks while following prescribed policies, protocols, and procedures.
19. Ensures that diversity, inclusion, and pluralism are embraced and incorporated into the work of the council.
20. Supports the strategic priorities of the council.
21. Performs other duties as assigned by supervisor.

Education, Experience, Skills and Qualifications

- Belief in the mission, principles, values, and standards of the Girl Scout Movement
- Willingness to take appropriate training and be a member of GSUSA
- Associate or Bachelor's Degree desirable
- Prior three-year minimum position-related experience or any equivalent combination of education, training, and experience that demonstrates the ability to perform the duties of the position required
- Demonstrated competencies will include leadership, oral and written communications, marketing, relationship management, customer service, collaborative project management, volunteer relations, public relations, and interpersonal skills.
- Ability to perform accurate data entry and utilize data management software (Salesforce desirable); proficient computer operation skills, including Microsoft Office Suite (Outlook, Word, Excel, and PowerPoint); and general understanding of Adobe products.
- Demonstrate superior written/verbal communication skills, and high-level proficiency in general office and recordkeeping skills; human relations skills; unequivocal commitment to inclusion and ability to work with persons of all racial, ethnic, social, and economic backgrounds; recognition of confidential matters; and the ability to handle appropriately and with discretion
- Highly organized and able to plan and implement multi-faceted workload with minimum supervision, self-directed, and a team player that will contribute to a positive organizational leadership culture
- Ability to successfully complete tasks requiring both analytical and critical thinking skills
- Ability to creatively solve problems and identify solutions, and successfully resolve conflict in professional manner
- Ability to work for extended periods of time at a keyboard/phone/workstation and perform tasks in a busy office environment where noise level is moderate
- Requires physical strength and agility to safely perform all essential functions, including the ability to lift, carry, push, or pull (minimum 20/25 pounds) job-related equipment without assistance
- Ability to work a flexible schedule to include occasional evenings and weekends
- Ability to travel during the day and night hours and perform position-related responsibilities in a wide variety of venues and environments
- Daily access to transportation is required; documentation of automobile insurance and ability to transport self and supplies to position related activities is required
- Bilingual in Spanish or ability to verbally communicate in Spanish desirable
- The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

This document does not constitute a contract and is subject to revisions at the council's discretion.
 Equal Opportunity Employer/Drug Free Workplace

Contact: Marie Graziosi, Chief of Staff; E: marieg@gsgcf.org