

GIRL SCOUTS OF GULFCOAST FLORIDA, INC
POSITION DESCRIPTION
www.gsgcf.org

POSITION POSTING

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

Position Title: Graphic Design and Website Manager
Team: Communications and Marketing
Reports to: Chief Communications and Marketing Officer
Schedule: Tuesday-Friday (7:30am-5:30pm) with some evenings and weekends
Location: Office (Sarasota T/W/TH) and local home-based remote (F); council properties; community venues; council wide travel
Status: Full time Exempt
Date: September 2, 2025
Salary: \$48,000 (estimated starting) annualized and benefits

Position Summary

The Graphic Design & Website Manager is responsible for connecting and aligning support in our ten-county area through the management of the council website and the broad range of collateral across print, digital, event marketing, and social media to help translate strategic objectives into visually compelling, brand-aligned creative assets resulting in the delivery of information and positive promotion of the image of Girl Scouting to internal and external audiences.

Essential Duties and Responsibilities

1. Serves as a 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. 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.
3. Participates in and supports the development of the council communications and marketing strategies and programs.
4. Manages the GSGCF website as the primary administrator to implement Girl Scouts of the USA national rollouts, and oversees and controls content to ensure timely, accurate, and visually appealing and engaging information is available, and maintains the website functionality. Utilizes Adobe Experience Manager and maintains expert level knowledge and skills.
5. Utilizes Adobe Creative Suite and typography and layout principles, to customize Girl Scout Brand assets or uniquely create a wide range of digital, printed, and promotional materials, such as flyers, brochures, reports, postcards, program books and materials, graphics, posters, banners, signs, ads, collector pins, patches, T-shirts, and special event collateral following brand guidelines.
6. Manages a network of vendors to source and procure promotional items and printed materials.
7. Manages multiple projects simultaneously and collaboratively while maintaining attention to detail, timelines, project goals, and creative quality.
8. Manages library of visual assets, including photography, icons, and templates.
9. Assists with departmental invoice recordkeeping needed for processing the high volume of projects for budget management.
10. Supports special events as assigned.
11. Assists team with proof reading as needed.
12. Stays current with industry trends, tools, emerging technologies, and best practices to continuously evolve creative output.

13. Participates in the development of and supports council action plans, short-term and long-term strategies, budgets, and risk management systems.
14. Supports the strategic priorities of the council.
15. Performs other duties as assigned by supervisor.

Education, Experience, Skills and Qualifications

- Supports the mission, principles, values, and standards of the Girl Scout Movement including the Girl Scout Promise and Girl Scout Law; willingness to be a member of GSUSA
- Prior three-year minimum position-related experience or any equivalent combination of education, training, and experience that demonstrates ability to perform the duties of the position required
- Proficient computer and technology skills to include Adobe Creative Cloud (InDesign, Illustrator, Photoshop), Adobe Experience Manager, and Microsoft Office Suite (Outlook, Word, Excel, and PowerPoint)
- Associate or bachelor's degree desirable
- Demonstrate competencies in graphic design, digital and print production process, marketing, website management and design, multimedia design, leadership, written communications, vendor relationship management, customer service, collaborative project management, and interpersonal skills
- Superior written/verbal communication skills
- Ability to think critically, organize, plan, and implement multi-faceted workload with minimum supervision and as a member of cross-functional teams
- Ability to work for extended periods of time at a keyboard/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
- Daily access to transportation, automobile insurance, and ability to transport supplies
- Ability to work a flexible schedule to include some evenings and weekends
- Ability to travel during day and night hours and perform position-related responsibilities in a variety of venues and environments
- Bilingual in Spanish and knowledge of culture 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 employer's discretion.
Equal Opportunity Employer/Drug Free Workplace