

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

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

Position Title: Social Media and Communications 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 Social Media & Communications Manager is responsible for connecting and aligning support in our ten-county area through the successful development and execution of communications and social media strategies, and the cultivation of key media and community relationships, resulting in brand awareness, support, and the positive promotion of the image of Girl Scouting to engaged 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 the development of the council communications and marketing strategies and programs.
4. Contributes and manages content and supports the production of council publications and media communications including electronic and printed newsletters, announcements, promotional materials, press releases, website, blog, podcast, and social media channels.
5. Serves as the primary administrator of the council-wide communication tool – Rallyhood.
6. Serves as a key point person for the proof-reading of all collateral material.
7. Supports community relationship efforts and works collaboratively with internal and external partners to maintain and highlight support and sponsorships.
8. Works collaboratively with the development team to implement and maintain the council's speakers bureau.
9. Supports the efforts of the program department to coordinate council-wide podcast, blog, public speaking, interview, and photography opportunities for Media Marvels.
10. Coordinates efforts to recognize Gold Award Girl Scouts in the media and council recognition events to include individualized videography of projects.
11. Works collaboratively to develop and maintain a positive and productive network of contacts and relationships within a range of print, broadcast, and electronic media outlet sources.
12. Maintains working and historic public relations files, such as photos, PR releases, news clippings, and social statistics via electronic and manual reporting.
13. Assists with departmental invoice processing and budget management.
14. Supports the planning, logistics and execution of key council-wide special events.

15. Maintains a general understanding of Adobe based products to serve as backup as needed for the website and graphic design materials.
16. Stays current with industry trends, tools, emerging technologies, and best practices to continuously evolve creative output.
17. Participates in the development of and supports council action plans, short-term and long-term strategies, budgets, and risk management systems.
18. Supports the strategic priorities of the council.
19. 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
- 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
- Proficient computer and technology skills to include data management software (Salesforce desirable), Microsoft Office Suite (Outlook, Word, Excel, and PowerPoint), social media and management tools, multimedia equipment, and general understanding of Adobe Creative Cloud and other products
- Demonstrated competencies will include leadership, verbal and written communications, public relations, social media management, marketing, 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/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
- 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 the day and night hours and perform position-related responsibilities in a wide 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

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 Equal Opportunity Employer/Drug Free Workplace