

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: Communications & Marketing Associate
Reports to: Chief Communications and Marketing Officer
Location: Hybrid remote, office and community events, occasional evenings, and weekends
Status: Full time, Exempt
Salary: \$44,000 annualized plus benefits
Posting Date: October 2023 until position filled

Position Summary

The Communications & 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 media and 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. 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. Manages database lists and Excel reports for the use of the marcomm team.
5. Manages paid advertising opportunities and budget aligning with the council's overall marketing strategies. Tracks and reports earned and paid media through the council's online tracking software.
6. Serves as primary user of Salesforce Marketing Cloud for communications and campaign efforts.
7. Serves as primary back up for website updates and occasional design work in collaboration with internal web and graphics designer. Maintains proficiency with Adobe based products to do so.
8. Works collaboratively with membership and council web designer to manage departmental responsibilities of internal lead generation campaigns via council software (SFMC).
9. Leadership role with the planning and logistics of special events as needed and assigned.
10. Works collaboratively with the membership team to support the school partnership program and manages the marcomm responsibilities and outcome reports of this effort.
11. Serves as a point person for the proof-reading of all collateral material.
12. Responsible for researching and maintaining GSUSA marcomm materials and photos for easy access by marcomm team.
13. Coordinates with all teams to establish and maintain a "story bank" of success stories, testimonials, and photos creating our "cause for support."
14. Contributes content as needed and supports the production of council publications and media communications including electronic and printed newsletters, announcements, promotional materials, press releases, website, blog, and social media channels.
15. Assists as needed with the delivery and content of the monthly membership e-newsletter.

16. 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.
17. Maintains working and historic public relations files, such as photos, PR releases, news clippings, Girl Scout memorabilia, etc.
18. Assists with departmental invoice processing and budget management.
19. 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.
20. 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.
21. Ensures diversity, inclusion, and pluralism are embraced and incorporated into the work of the council.
22. Supports the strategic priorities of the council.
23. 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 ability to perform the duties of the position required
- Demonstrated competencies in 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 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 council's discretion.
Equal Opportunity Employer/Drug Free Workplace