



USA GIRL SCOUTS OVERSEAS -

PUBLIC RELATIONS COORDINATOR POSITION DESCRIPTION

Title: Public Relations Coordinator

Term: One year. May be reappointed

Appointed by/Accountable to: Overseas Committee Chair (OCC)

Function: Increase community visibility of Girl Scouting through active publicity.

Responsibilities:

Ensure that all publicity reflects the diversity of the girls and adults in the community.

Work with Recruiter/Troop Organizer to blanket the community with information about recruitment events.

Follow guidelines in USAGSO-North Atlantic's Guide to Public Relations Coordinator when using Girl Scout logo and information.

- ◆ Submit to local community newspapers timely, well-written news releases that reflect current activities and programs.
- ◆ Seek out and develop other ways to promote Girl Scouting in the community.
- ◆ Maintain close contact with the Overseas Committee Management Team and troop leaders keeping informed of upcoming events.
- ◆ Arrange for places to display recruitment posters and flyers all year.
- ◆ Take photographs at local events for possible use in the media.
- ◆ Arrange with local media to cover large events.

Qualifications:



Girl Scouts®
Where Girls Grow Strong™

- ◆ Subscribe to the principles and purpose of Girl Scouting and become a registered member.
- ◆ Communicate well with individuals and adults.
- ◆ Ability to write factual information and to provide typed, accurate copy to local media.

Ability to relate to all people and present the Girl Scout message in a positive way.
Take training for the job.