



**GIRL SCOUTS OF CONNECTICUT, INC.**  
**340 Washington Street \* Hartford, CT 06106**  
**860-522-0163 or 1-800-922-2770 (CT Only)**  
**Fax: 860-548-0325 www.gsofct.org**

## **VOLUNTEER POSITION DESCRIPTION**

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### **Service Unit Public Relations Representative**

**Appointed by and Accountable to:**

Service Unit Manager

**Term:**

One Year

**Purpose:**

- To inform the community about the Girl Scout organization through local Troop and Service Unit programs, events, announcements, and girl and volunteer achievements

**Qualifications:**

- Is an active registered member of the Girl Scouts of the United States of America (GSUSA)
- Accepts the principles of the Girl Scout Promise and Law
- Is aware and accepting of religious, educational, racial, ethnic, and socioeconomic groups within the community
- Is committed to organizational diversity
- Is knowledgeable of GSUSA Policies and Standards and Girl Scouts of Connecticut, Inc. (GSOFACT) Policies and Procedures related to communication
- Is knowledgeable of the Girl Scout Program, its aims, and intent
- Is knowledgeable about the community's resources, organizations, and calendar of events
- Is aware of community communication vehicles (newspapers, organization and/or school newsletters, etc.)
- Is able to communicate effectively and responsibly

**Duties and Responsibilities:**

- Takes initial and on-going training necessary to execute the duties of the position
- May develop a Press Kit as a reference with a Service Unit calendar of events and potential stories
- Writes or supervises the writing of publicity releases based on input from the service team
- Notifies the local newspaper(s) of Girl Scout events, activities, achievements, and community services
- Notifies GSOFACT website administrator of troop activities and achievements for posting on the "Girl Scout Stories" section of the website
- Maintains contact with local press and other Service Unit communication vehicles and keeps the Communications and Public Relations Manager informed of key personnel changes or connections
- Sends copies of Service Unit articles and photos to the Communications and Public Relations Manager quarterly (September, December, March & June)
- Is aware of PR and marketing materials available from GSOFACT (photos, posters, clip art, videos, etc.)
- Establishes and maintains a Service Unit PR archive/library