

THE GIRL SCOUT COUNCIL OF THE NATION'S CAPITAL POSITION DESCRIPTION

POSITION TITLE: Public Relations Specialist

REPORTS TO: Director of Public Relations

PRIMARY AREAS OF WORK:

Performs a variety of tasks to position Girl Scouts before key stakeholders. Assists the PR Director and CEO with special assignments including presentation materials (print, PowerPoint) for senior executive meetings. Serves as the primary speech writer for the Council CEO and Board President. Works with the PR Director on campaigns, copywriting and editing assignments. Coordinates social media, Sudden Service and media relations requests. Recruits and supervises department interns. Must be well organized, able to juggle several projects at one time and technically savvy.

SPECIFIC DUTIES:

Writing: Research topics, writes and edits blogs, speeches, media releases, marketing materials, scripts and other special assignments. Prepares news stories for the website and a monthly e-newsletter for families.

Media: Organizes and updates media lists. Write press material and performs outreach to the media. Prepares the designated Council spokesperson briefing memo for media interviews. Supports Local Press Representatives with Council press announcements.

Social Media: Manages Council's social media channels to position Girl Scouts as the leading voice on leadership in our region. Creates daily posts and follows up with member inquiries on Facebook and Twitter. Manages the G.I.R.L. Squad, a group of teen Girl Scouts who lead the Council Instagram.

Sudden Service Program: Coordinates the Council's Sudden Service Program, which involves placing troops that are available on short notice at high profile events. Prepares talking points on event, follow-up with letters, email and phone conversations as necessary to work out details and coordinate logistics. Responsible for staffing Sudden Service events.

Marketing Materials: Assists with writing, editing and creative ideas for marketing materials including an annual report, fact sheet, and *Insider* magazine. Design graphics for Social Media.

CEO Support: Prepares talking points, scripts, PowerPoint presentations and remarks for executive speaking engagements and media appearances. Serves as stage manager,

providing staff support to CEO and Board President at Girl Scout events to ensure seamless execution of presentations.

Administrative

Ensures timely payment of department invoices, contacts vendors, orders supplies and performs other administrative duties as necessary.

Other Activities

Maintains photo files, and has opportunities to photograph events, develop scripts, and produce videos. Assist with other assignments at the direction of the Director of PR. Capacity to tell stories using audio and video elements.

MINIMUM QUALIFICATIONS

College degree in communications, journalism, marketing, writing, or related field. Excellent written, oral and interpersonal communication skills. Knowledge of Microsoft Office suite (Word, Excel, PowerPoint). Familiar with email marketing software like Constant Contact and proficient in Adobe Creative Cloud (Illustrator, Photoshop and InDesign). Two years communications experience (internships applicable.)

PREFERRED QUALIFICATIONS

Experience with Premiere Pro or other video editing software a plus.