



GIRL SCOUT COUNCIL OF THE NATION'S CAPITAL
VOLUNTEER POSITION DESCRIPTION
FOR SERVICE UNIT LOCAL PRESS REPRESENTATIVE



ROLE:

- Increase the visibility of Girl Scouts on the local level
- Provide a link with local media outlets to support council efforts, providing a local angle to stories
- Enhance community visibility and awareness by initiating community contact to help tell the Girl Scout story

DUTIES AND RESPONSIBILITIES:

1. Write, edit, and proofread press releases for submission to local newspapers, television, and radio stations
2. Take photographs of event(s) and submit to press if story is picked up. Verify parental consent
3. Help association chairpersons, service unit managers, and troop leaders/advisors get coverage/press with local efforts by taking photos and writing press releases to submit to media
4. Maintain an active link with the field directors and association chairpersons to support and enhance public relations efforts at the association level
5. Schedule and attend local press representative (LPR) training once to receive the latest media contact lists and other pertinent LPR information
6. Maintain contact with the GSCNC Public Relations Department to receive information on specific events that will be of interest to the media (i.e. cookie sale, anniversary activities, gold awards, etc.)
7. Inform the Public Relations Specialist of local troop coverage and provide news clippings

QUALIFICATIONS:

1. Register as an adult member of the Girl Scouts of the United States of America
2. Complete the Volunteer Position Application process
3. Accept and adhere to the purpose and principles of Girl Scouting
4. Show a willingness to work with diverse groups with varying lifestyles and cultures in a positive manner
5. Recognize, understand, accept, interpret, and support all council goals, policies, guidelines and objectives, including the Human Relations Policy Statement
6. Complete required training

7. Owe no outstanding debts to the council
8. Demonstrate planning, organizational, and communication skills
9. Must be able to type, use e-mail, use the internet, and be able to operate a camera

METHOD OF SELECTION:

- Selected and appointed by the service unit manager

ACCOUNTABILITY:

- Accountable to the service unit manager

TERM OF POSITION:

- Appointed annually