



Girl Scouts of the Missouri Heartland, Inc.  
**SU Public Relations Representative  
Volunteer Position Description**

**APPOINTED BY:** Service Team Manager

**TERM OF APPOINTMENT:** One year, beginning July 1 of each year. Can be re-appointed.

**PURPOSE OF POSITION:** To increase community support of Girl Scouting in an assigned geographic area by increasing public awareness of Girl Scouting through print media and other community resources.

**QUALIFICATIONS:**

- Membership in Girl Scouts of the USA.
- Knowledge of community.
- Willingness to attend council trainings.
- Willingness to understand and convey the Girl Scout brand image through actions, language and duties.
- Ability to work well with other adults, adhering to council policies and procedures.

**ACCOUNTABLE TO:** Service Team Manager

**RESPONSIBILITIES:**

1. Establish and maintain good relationships with local print media (newspaper or local magazines).
  - a. Demonstrate positive attitude concerning Girl Scouting.
  - b. Work with the print media representatives by honoring deadlines and submission requirements.
  - c. See that media representatives are thanked appropriately.
2. Establish and maintain contact with troop leaders to gain program activity information.
  - a. Gather and write-up troop success stories/activity information for submission to membership/development specialist for publication and publicity.
  - b. Send troop and service unit activity information to local print media.
3. Collect and maintain photos from service unit and troop events.
  - a. Attend or assign someone to take photos at service unit and troop events.
  - b. Send photos to the newspaper along with your write-up. Also submit them to the council via online submission method on the council Web site. The photos may also be emailed or mailed to the community membership/development specialist or marketing/PR specialist.
  - c. Obtain and keep on file appropriate girl and adult photo releases.
4. Assist as needed to obtain television and radio coverage.
5. Send published newspaper articles (online or print) to your community/membership development specialist or marketing/PR specialist.

**\*Please note:** All television and radio publicity will be coordinated through the council's Communications Department. Information gathered for print media that is covered by the Columbia Business Times, Columbia Daily Tribune, Columbia Daily Missourian, Jefferson City Business Times, Jefferson City News-Tribune, Joplin Globe, Southeast Missourian and Springfield News-Leader must be sent to the council Communications Department for submission.