Marketing & Communications Specialist—Full time

Do you enjoy telling a good story? Girl Scouts is seeking an exciting storyteller equally versatile in print and digital platforms with strong initiative to track down impactful stories about our members. Share your talents with the world’s largest leadership organization and a make difference in a Girl’s life!

LEARN MORE AND APPLY TODAY!

www.gsbadgerland.org

APPLICATION PROCEDURE
Email cover letter and resume to Kathy, Chief Talent Officer, at HR@gsbadgerland.org

Organization Overview

Vision
To be the premier leadership organization for girls in the USA.

Mission Statement
Girl Scouts builds girls of courage, confidence, and character who make the world a better place.

Overview
Girl Scouts of Wisconsin – Badgerland Council provides programming, training, and support to more than 8,000 Girl Scout members in 23 counties in southwest and southcentral Wisconsin and parts of Minnesota and Iowa. Badgerland is among 111 Girl Scout councils nationwide and is the nation’s largest, and most impactful, organization dedicated to lifting girls.

Badgerland Council includes volunteers, adult and girl members, and paid, professional staff working together. This includes recruitment efforts, troop leader and family engagement training and support, Girl Scout programming and activities, and the iconic Cookie Program: the largest girl-led business in the world!

Organizational Strategic Focus
- Build an organization that reaches its goals and grows a membership that fully reflects our population.
- Increase new members (volunteers, girls, donors) with a focus on K-3, 5-6, and 8-9 grade levels and foster partnerships that support our growth.
- Grow retention across all segments with high quality leader support and sought-after programming experiences for girls.
- Demonstrate brand promise as the relevant, powerful, amazing organization that lifts girls and women for a lifetime of success.
- Delight our customers understanding that they include troop co-leaders, girls, parents, donors, volunteers, partners and staff.
- Thoughtfully create systems and utilize accountability measures that ensure commitment to our strategic focus and long-term viability.
Individual Core Competencies

- **Innovative Solution Seeker**: Creatively and critically explore opportunities and challenges with an eye to solutions and forward-moving actions.
- **Emotionally Intelligent**: Personal awareness, self-control, and appropriate emotional expression; ability to build and steward interpersonal relationships judiciously and empathetically.
- **Gumption & Drive**: Through initiative and resourcefulness, set and reach ambitious goals; results-driven and self-motivated.
- **Collaborative & Open to Learn**: Work effectively in teams and inter-departmentally to move the mission forward; respond positively to constructive feedback and seek learning and growing opportunities.
- **Diversity & Equity Advocate**: Passionate about creating and supporting diverse, equitable, and inclusive spaces in the Girl Scout community. Strong intercultural communication skills; value diverse thoughts and perspectives and the positive outcomes when all voices are heard.

Job Title: Digital Marketing Specialist
Department: Marketing and Recruitment
Classification: Nonexempt/Hourly
Job Family or Salary Grade (Pay Range/Family/Level): TBD
Reports To: Chief Marketing Officer

Job Summary

The Marketing & Communications Specialist will develop and execute campaigns to reach targeted stakeholders. This position will be an exciting visual storyteller with a strong emphasis on digital performance. A person who can “hear” about something, take the initiative to track down the story then translate it into a compelling post, video, or photo. The Marketing & Communications Specialist will deploy initiatives aligned with the strategic priorities. Tasks include taking the lead to develop a touchpoint strategy for distinct customer segments, implement multi-channel tactics to support membership while growing the organization.

As an incisive and lively visual and written communicator, the successful candidate will identify and deploy exciting ways to tell our story to multiple audiences while building brand visibility and understanding. The responsibilities are broad in scope and will encompass a wide variety of activities requiring rapid shifts in priorities. The Marketing & Communications Specialist must be able to craft visual and written messages targeted to different audiences, while maintaining integrity for one of the most recognized brands in the country—Girl Scouts!

**Essential Duties and Responsibilities**

- Refresh and deploy a multi-channel social communications strategy to improve performance and delight all customer segments
- Create on-brand videos and written content to build on the Excitement of Girl Scouting
- Develop evergreen and dynamic content for all channels including print and digital
- Assist in the production of events, managing logistics and content
- Explore and develop new activation strategies
- Analyze communication and marketing metrics
• Perform other related duties as requested

Education or Experience

• Bachelor Degree in Marketing, Communications, Journalism or related field. Other combinations of education with relevant experience that demonstrate the ability to perform the duties of the position will be considered.
• Demonstrated mastery of social communications.
• Excellent writing, videography and photography story-telling skills.
• Task-focused work style with an ability to create and follow disciplined and effective processes.
• Excellent computer skills in Microsoft Office, experience working with social media platforms, and customer relationship management systems, required. Experience working with Salesforce, preferred.

Anticipated Time Away from Office

➢ Must be able to occasionally work irregular hours, including nights and weekends; possess a valid Driver’s License; must be able to work both in an office setting and independently off-site.
➢ Travels throughout council jurisdiction 10% of working time; overnights, rare.

Key Department Partners: Recruitment, Girl Experience, Customer Care, Financial & Administrative