



Marketing Specialist

POSITION SUMMARY

We are seeking a creative marketer to play a significant role in growing the Girl Scout Movement. The ideal candidate is a self-starter with a flair for writing across channels including social. This person is a talented storyteller using words, videos, and photos. A Girl Scout marketer is excited to generate ideas then bring them to life. This role does it all including on-site photo/video shoots, social media management, patch design, public relations, and even some event planning. *If you are seeking a position that will challenge you while gaining incredible MarCom skills AND the opportunity to change a girl's life...then we're eager to meet you.* Experience in video production and graphic design desired. Full-time position, based in Madison.

APPLICATION PROCEDURE

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

EXAMPLES OF DUTIES AND RESPONSIBILITIES

- Collaborate with across teams to identify messaging needs and timelines.
- Develop targeted, audience-specific messages and branding for communications and marketing campaigns.
- Deploy, track and analyze social marketing strategy
- Ensure communications reflect the organization's strategic vision and are on-brand.
- Maintain website
- Shoot and edit video.
- Help design and develop publications including the annual Summer Camp book.

COMPETENCIES

Adaptability, Interpersonal Relations, Marketing Knowledge and Skill, Oral and Written Communication, Organizational Knowledge, Personal Integrity and Professional Conduct, Problem Solving, Self-Management, Time Management.



QUALIFICATIONS

To perform this position successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Excellent communication skills; clear and effective written and verbal communicator.
- Exceptional writing skills: ability to create exciting, creative and compelling content.
- Excellent graphic design skills with the ability to blends words and visuals while staying on brand tone.
- Must be able to craft messages for different audiences while maintaining brand integrity.
- Knowledge of Adobe Creative Suite is required.
- Video editing competency.
- Attentive to details.
- Manage multiple priorities and deadlines effectively.
- Deadline driven.
- Available to occasionally work irregular hours, including some evenings and weekends.
- Capable of lifting 25 pounds.
- Work with individuals from diverse racial, cultural, religious, and socio-economical backgrounds in a professional manner.
- Be (or become) a registered member of Girl Scouts of the USA.

Core competencies and areas of expertise

- Self-management and Confidence – An initiative-taker who can work independently with minimal oversight; continually reassessing own skills and identifying areas for improvement; adaptable, organized, and attentive to detail.
- Active Listening - Skillfully uses active listening techniques to create dialogue and build relationships with potential new members, volunteers, staff, and communities.
- Conflict Management – ability to anticipate, prevent, and resolve conflicts while maintaining productive working relationships (for example, with customers, vendors, or coworkers); distinguishes between disruptive conflict and constructive differences; identifies common interests to resolve differences



- Judgment and Decision-Making - recognizes when immediate action is required and when sufficient information has been obtained to make a decision; supports decisions or recommendations with data and/or reasoning; defines and implements solutions to problems.
- Interpersonal Relations - Establishes rapport at all organizational levels; respectful, considerate, and responsive to the feelings and capabilities of others; has demonstrated ability to work with a wide range of sensitive and confidential issues. Expert at conflict management and resolution.

Education or Experience

- Bachelor degree or Associates Degree in communications, writing, marketing, public relations, advertising or related field desired
- Equivalent of education and experience will be considered.
- Prior social media and/or marketing experience competitive

The Following Requirements Apply to All Positions

- Cope with stressors and demands that are associated with the job and/or the work environment so that acceptable and defined levels of performance and overall contribution are maintained. While all jobs involve dealing with stressors, the particular stressors may vary job to job.
- Adaptable and flexible work environment including but not limited to working overtime as business needs may require, handling more than one task concurrently, easily adapting to new assignments, systems, and tools; produce clear, concise, accurate written communication, clearly conveying thoughts and ideas to peers, management, and customers; establish and maintain positive work relationships with peers, management, and customers; displaying willingness to understand diverse points of view; assuming ownership of assignments; and completing commitments on time. While all of these continuing responsibilities apply to all jobs



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.