



Service Unit Communications Lead

Volunteer Position Description

TITLE:	Service Unit Communications Lead
COORDINATES WITH:	Service Unit Operations Lead and Operations team
ESTIMATED HOURS:	Monthly - 8
TERM MINIMUM:	1 membership year (October 1- September 30)
TERM LIMIT:	Flexible (renewed annually)

POSITION SUMMARY

The Service Unit Communications Lead spotlights the great things that Girl Scouts and volunteers are doing in the community and is responsible for establishing and maintaining regular, two-way communications pathways within the SU, assisting new members with communications with one another, Badgerland, and the public by proactively managing SU communications platforms (Facebook and email/text lists).

SU COMMUNICATIONS LEAD - DUTIES AND RESPONSIBILITIES

- Actively manage the Service Unit Facebook group and serve as the primary SU Facebook group admin alongside the SU Operations Lead and Badgerland.
- Encourage robust active participation on the SU Facebook group by all members.
- Coordinate Service Unit publicity and media coverage efforts of local Girl Scout activities.
- Actively manage the Facebook group for the Service Unit.
- Assist the SU Leadership Team members in marketing and promotions related to programs, events, activities, recruitment, etc. to SU members.
- Submit information and digital photos to Badgerland for highlighting in publications and social media.

ALL MEMBERS – DUTIES AND RESPONSIBILITIES

- Be a registered and background checked member of Girl Scouts of the USA aged 18 or older who lives the values of the Girl Scout Promise & Law.
- Attend Service Unit meetings and assist in developing the Plan of Success for the Service Unit.
- Adhere to all current policies, standards, and procedures for Girl Scouts of the USA and Girl Scouts of Wisconsin – Badgerland Council, Inc.
- Complete all position-related training provided by Badgerland and Service Unit.
- Maintain regular communication with the Service Unit Leadership Team.
- Act as a liaison between Badgerland and the SU, openly communicating with Badgerland about successes, challenges, trends, and progress toward SU goals.
- Promote and portray Girl Scouts in a positive manner to the public, volunteers, girls, and families.
- Actively support Badgerland’s Strategic Focus within the Service Unit.

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.
- **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.
- **Collaborative & Open to Learn:** Work effectively in teams to move the mission forward; respond positively to constructive feedback and seek learning and growing opportunities.

BADGERLAND 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 members understanding that they include troop co-leaders, girls, parents, donors, volunteers, and partners.
- Thoughtfully create systems and utilize accountability measures that ensure commitment to our strategic focus and long-term viability.