
Get the Word Out About Girl Scouts!

PR Ambassador or Communications/Media Representative VOLUNTEER POSITION AGREEMENT Girl Scouts of Virginia Skyline Council

POSITION: Volunteer PR Ambassador or Communications/Media Representative

PURPOSE: The PR ambassador serves as a liason between her service unit, the council, local community groups, and the media. She works to communicate the great benefits and values of Girl Scouting to the general public; to establish and maintain contact with the council about the girls' activities; to establish and maintain contact with the local media in order to promote Girl Scouts; and to assist the service unit in promoting the best about Girl Scouting!

ACCOUNTABILITY: Service unit manager and council's communications director

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Maintain a good relationship with my service unit team, local troop leaders, membership services manager, and communications director so as to keep informed of Girl Scout activities and interests for interpretation to the general public.
- Keep the general public informed of the purposes, activities, and accomplishments of the local Girl Scouts by performing presentations, speaking at engagements, attending community events, placing public service announcements, displaying at events, etc.
- Encourage my service unit to recognize those who have been of service to the Girl Scouts, volunteers as well as organizations.
- Encourage local troops to develop ways and means of showing appreciation for those people and groups who have been of service to the troop.
- Endeavor to make EVERYONE in the Girl Scout service unit aware of their role in creating good public relations for the organization as a whole.
- Develop and maintain a good working relationship with the local media in my area.
- Write and/or place articles, public service announcements, news alerts, photo ops, etc. to local newspapers, magazines, radio stations, television stations, newsletters, cable providers, and Internet providers. *PR materials and media packets are sent five times a year to assist with fall Girl Scout recruitment, Girl Scout Week, the cookie sale, Leader Appreciation Day, and summer camps.*
- Submit copies of any media coverage to the communications director (form #1475).
- Have lots of fun!

