

Position Title: Public Relations Specialist

Reports to: Director of Public Relations and Marketing

Position Summary: Girl Scouts of Southern Alabama has an exciting opportunity for a Public Relations Specialist, who reports to the Director of Public Relations and Marketing. This position plays a key role in developing strategy and integrating public relations efforts for the entire council.

This team member develops and implements research-based communications strategies, action plans and systems; leads effective media relations, public relations and public affairs strategies that raise awareness of Girl Scouts of Southern Alabama's community impact work and fundraising strategies; provides expertise and coordination for communications and marketing activities, including extensive writing.

This position supervises public relations interns as necessary.

Send cover letter, resume, salary requirements, references and three writing samples to jobs@girlscoutssa.org.

Application review begins August 5, 2011.

Major Accountabilities:

1. Fields inquiries from news media and provides guidance or responding to requests for information about the council.
2. Manages council promotions.
3. Proofread and edit materials for volunteers and staff.
4. Writes news releases.
5. Prepare speeches and public correspondence as necessary for the executive staff and board of directors.
6. Interview and train volunteers and girls in Montgomery, Auburn and Wiregrass to speak to media.
7. Photography at council events.
8. Handles other duties as assigned.

Position Requirements:

- Bachelor's degree in Journalism
- Strong, versatile writing skills (from scripts, special interest stories, Op Eds, letters, media pitches, issue talking points, etc.). Familiarity with and ability to write in AP style.
- Ability to articulate and exemplify the mission of the council and embrace and support the goals of the Girl Scout organization
- Well-developed media relations knowledge and good instinct
- Willingness to work a flexible work schedule including some evenings and weekends
- Excellent communication skills, evidenced in community cultivation, verbal and written materials
- Demonstrated skills in written, verbal and audio-visual communications, including Adobe InDesign, Microsoft Office Suite
- Ability and desire to work with persons of diverse backgrounds to include age, race, creed, socio-economic, cultural, or disabilities
- Ability to handle several tasks concurrently with minimal supervision
- Must be a team player with a positive attitude and professional appearance
- Interest in working with children
- Ability to meet deadlines

Employee Role in Volunteer and Girl Efforts:

Each employee's actions and behaviors is a role model. All interactions with constituents, including colleagues, should reflect the mission and values of the Girl Scouts of the USA, and Girl Scouts of Southern Alabama.

Employee Role in Development Efforts:

Each employee is expected to take an active role in development by being alert to opportunities to identify potential donors and providing contact information to the Director of Advancement. On occasion, employees may be asked to participate in site visits and/or follow up calls with the contacts.

Employee Role in Pluralism Efforts:

Each employee is responsible for promoting and contributing toward GSSA's goal of institutionalizing pluralism by initiating and participating in activities and functions that enhance organizational diversity.

Employee Role in Affirmative Action Efforts:

Each employee is responsible for contributing toward GSSA's affirmative action plan by ensuring and promoting nondiscrimination in every aspect of Girl Scouting.

Physical Requirements:

- Walking, standing, bending, stooping, reaching and moderate lifting (less than 30 pounds)
- Occasional exposure to seasonal weather conditions.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

FLSA Classification: Exempt, full time

Revised July 2011