

100th Anniversary Committee Chair Position Description for Public Relations (PR) Committee

POSITION: 100th Anniversary PR Committee Chair

SUMMARY: Serve as the chair of the 100th Anniversary PR Committee. Serve on the 100th Anniversary PR Committee and assist in the planning and execution of 100th Anniversary PR initiatives. Coordinate PR activities of service units. This Committee will work with members of the community and media to create awareness and promote 100th Anniversary events and festivities. Direct PR Committee Service Unit Liaisons and Volunteers.

REPORTS TO: 100th Anniversary Coordinator and Public Relations Director

TERM: Present– December 31, 2012

RESPONSIBILITIES:

- Act as the Chair of the PR Committee.
- Represent the PR Committee at council 100th Anniversary committee meetings.
- Help execute the 100th Anniversary PR plan, including media, community and membership initiatives.
- Act as liaison between the council 100th Anniversary Coordinator and the PR Committee.
- Manage 100th Anniversary PR Committee budget, submitting monthly reports to 100th Anniversary Coordinator.
- Coordinate service unit 100th Anniversary PR activities (media, parades, community service projects, council events) with leaders in your service unit.
- Communicate and promote council 100th Anniversary events, activities and volunteer opportunities to media and service unit volunteers/girls.
- Communicate celebration activities to the 100th PR Committee.
- Consistently communicate with council staff and service unit volunteers throughout term of appointment.
- Act in a manner that positively promotes Girl Scouting and GSOH when dealing with members of the media, government, and community.
- Recruit potential 100th Anniversary volunteers for PR Committee within service unit.
- Follow Girl Scout health, safety and program policies and procedures.

QUALIFICATIONS:

- Be available to conduct monthly PR Committee meetings.
- Be available to attend exhibits and events.
- Responsible and capable of working independently, making sound decisions.
- Accessible to committee members, council staff, other volunteers and girls.
- Familiarity with local community and opportunities for Girl Scouts 100th Anniversary visibility, involvement and activities.
- Current Girl Scout volunteer and member of a service unit.
- Knowledge of Girl Scouting.
- Excellent communication skills (verbal and written).
- Media, PR, promotions, advertising and social media experience helpful.
- Experience managing budgets, committees and volunteers