



Marketing and Graphics Specialist

Imagine joining a group of individuals – each with their own unique skills and passions, but united by a common purpose. Imagine yourself at Girl Scouts!

Our Mission. Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Girl Scouts of California's Central Coast (GSCCC) is chartered by Girl Scouts of the USA to provide Girl Scouting in the counties of Santa Cruz, Monterey, San Benito, San Luis Obispo, Santa Barbara and Ventura Counties.

Girl Scouts of California's Central Coast is seeking career professionals committed to making a difference. Working with Girl Scouts – an organization with a solid history and a growing future – means working to your fullest potential in a dynamic and diverse environment.

Title:	Marketing & Graphics Specialist
FLSA Status:	Non-Exempt
Revision Date:	July 2022
Department:	Marketing & Communications
Reports to:	Director of Marketing & Communications

General Summary:

The Marketing / Graphics Specialist is responsible for developing, enhancing, and maintaining the council's image and brand. The incumbent takes a lead role in creating, implementing, and managing strategies for public relations, communications, and written media promoting Girl Scouts to internal and external audiences, using all forms of media available to increase girl and adult membership and gain financial and community support. Develops and implements marketing initiatives to generate leads for both adult volunteers and girl members.

Essential Job Functions and Responsibilities:

- Supports the development and implementation of a comprehensive public relations and communications strategic plan
- Establishes and cultivates relationships with local and mainstream media representatives throughout the council jurisdiction
- Create rich content that attracts target markets to GSCCC channels/platforms, including press releases, blog posts, social media, marketing collateral, reports, webinars, infographics, etc.
- Aggressively seeks media opportunities to support the recruitment of girls and adults, promote Girl Scout programs, and attract new funding sources.
- Contributes to the content development of compelling communications and marketing materials, and coordinates their production, including but not limited to council newsletters, publications, and print materials
- Drafts speeches and designs presentations for senior leadership and council project leaders as assigned
- Creates and maintains content calendars
- Monitors and reports all GSCCC press related items to the Director of Marketing.
- Develops and maintains a working partnership with volunteers that encourages the exchange of public relations and marketing opportunities, capitalizes on local knowledge and positively promotes Girl Scouts. Provides support and resources that are readily available to assist efforts
- Works collaboratively with all functional areas of the council to develop communications pieces and messages that support and achieve the council's membership, recruitment, fund development and other goals
- Collaborates to ensure comprehensive interactive and social-media coverage, web, and Salesforce integration
- Ensures that diversity and pluralism are incorporated into all of the work created for GSCCC
- Performs other duties as assigned

Qualifications:

- Bachelor's degree preferred. Work experience equivalent will be considered.
- 2+ years of experience in content marketing and public relations
- Excellent written and oral communication skills
- Email management / digital marketing experience
- Print & web design experience required
- Writing, PR, Marketing experience preferred.
- Adobe Creative Suite experience preferred, Photoshop experience preferred.
- InDesign or Illustrator experience desired
- Hootsuite experience or similar preferred
- Proven proficiency with MS Office Suite required
- Adobe Express or Canva experience is a plus
- HTML and CSS knowledge is a plus
- Proven self-starter who can work independently with minimal oversight and take initiative; is flexible, adaptable, self-managed, organized, and has a strong attention to detail

- Demonstrated knowledge of the basic principles of marketing (for example, market identification and segmentation, interpretation and use of market data)
- Attracts support for the Girl Scout program, its key messages, and products, by promoting visibility and credibility of Girl Scouts in the community and to girls; identifies, seeks to understand, and influences the local market for Girl Scouting, effectively
- Experience in project and time management desired

GSCCC Cultural Competencies:

Girl Scouts of California's Central Coast is committed to a culture that fosters a workplace that is open and inviting to our staff and members. We at Girl Scouts of California's Central Coast live by the following Guiding Principles. Specific skills and competencies related to each of our Guiding Principles is in a separate "Cultural Competencies" document. We expect all team members of our staff to embody and develop these competencies.

- Communicate with compassion: be open, honest, respectful, clear, direct, and timely.
- Innovate through change: be proactive, agile, and responsive.
- Work with purpose: be intentional and visionary.
- Embrace our community: be supportive, empathetic, collaborative, and appreciative.
- Be accountable: own it.
- Make each day FUNomenal: we can do it!

Skill Requirements:

- Must be able to work 37.5 regular hours per work and have the flexibility to work occasionally more than the scheduled work hours.
- Ability to manage to make continuous business changes and improvements, and document.
- Ability to be a motivator, a resourceful self-starter, and detail-oriented.
- Adaptability to solve problems in a tactful and diplomatic manner.
- Ability to sit and work on a computer display for extended periods.
- Ability to have daily access to reliable personal transportation for work.
- Ability to travel in a car as a driver or a passenger for an extended period.
- Ability to lift, push and/or pull up to 25 pounds.
- Ability to stand, bend, walk or squat for an extended period.
- Adaptability to being an enthusiastic, professional and self-motivating, with a 'can-do' attitude' team player.

- Adaptability to be an ambassador to delivering the Girl Scout message and supports the diversity of the members of the Council and any new and existing funding opportunities.
- Adaptability of embracing the Girl Scout Promise and Law.
- Knowledgeable of planning, conducting, and working directly with youth.
- Knowledgeable of supporting a youth-serving organization that focuses on youth girl enrichment.
- Adaptability to be a Go-Getter, an Innovator, a Risk-Taker, and a Leader.
- Adaptability to subscribe to the philosophy of the Girl Scout program and maintain membership with the Girl Scouts USA.

If your work experience matches the qualifications for this position, please send your resume and your cover letter by emailing careers@girlscoutsgccc.org along with a description of why you feel you are the best fit for this position. The subject line of the email should read **[Title of the position] – [your name]**.

The statements herein are intended to describe the general nature and level of work performed by employees but is not a complete list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

GSCCC is an Equal Opportunity Employer committed to diversity.