



Marketing/PR Specialist

Are you a people person? Are you creative?
Do you want to help build girls of courage, confidence, and character?
If the answers are YES, then come and work with us!

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.

Title: Marketing & PR Specialist
FLSA Status: Non-Exempt (Full-Time)
Department: Marketing and Communications
Reports To: Director of Marketing

Position Summary:

The Marketing & PR 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, social 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 Position 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.
- Proactively researches stories, collects testimonials, writes press releases and pitches feature articles that enhance the Girl Scout image and brand and provide increased visibility to the council.

- 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.
- Creates and maintains content calendars for blog, press, and social media channels.
- 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 with the Marcomm team 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.
- Perform other duties as assigned.

Position Qualifications:

- Minimum of Associates degree with experience in marketing, social media, and public relations. Equivalent experience can be substituted for requisite educational requirements.
- Demonstrated organizational and time management skills, strong analytical and problem-solving abilities.
- Proven technical skills coordinating video and audio software, maintaining databases, and an advance-level of MS Office Suite.
- PR Experience required
- Writing experience required
- Hootsuite or similar experience preferred
- Events & promotions experience preferred
- Proven capabilities in managing complex and highly confidential information for an organization.
- Proven interpersonal skills and demonstrated strong oral and written communication skills.

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 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!

Skills and Abilities:

- Must be able to work 37.5 regular hours per workweek and have the flexibility to work occasionally more than the scheduled work hours.
- Ability to manage to make continuous business changes and improvements, and to document.
- Must be detailed-oriented, resourceful, and a self-starter.
- Must be a team player that can form relationships with all departments.
- Must be able to adapt to change.
- Positive attitude, willing to learn and cross function, and develop accounting skills.
- Must be able to interact with employees, vendors, and volunteers in a professional manner.
- Must exhibit excellent judgment, professionalism, diplomacy and ethics.
- 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.
- Adaptable enthusiastic, professional and self-motivating, with a 'can-do attitude', a team player.
- Ability to work independently and with a team in a fast-paced and high volume environment with emphasis on accuracy and timeliness.
- Act as an ambassador to deliver the Girl Scout message and supports the diversity of the members of the Council and any new and existing funding opportunities.
- Adaptability to embrace the Girl Scout Promise and Law.
- Knowledge of planning, conducting, and working directly with youth.
- Knowledge of supporting a youth-serving organization that focuses on youth girl enrichment.
- Adaptable to be a Go-Getter, an Innovator, a Risk-Taker, and a Leader.
- Adaptable to subscribe to the philosophy of the Girl Scout program and maintain membership with the Girl Scouts USA.

Location:

- Ventura Headquarters, Ventura County

To Apply:

If your work experience matches the qualifications for this position, please send the following items to **careers@girlscoutsgccc.org**.

- A brief description of why you feel you are the best fit for this position
- Cover Letter
- Resume
- Writing Sample (sample blog, sample press release, etc.)

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.