

**Service Team Volunteer Position:  
Service Unit Media Representative**



**Term:** 1 year

**Summary:** The Service Unit Media Representative is responsible for the publicizing of Girl Scout events and activities in the Service Unit, with news and featured material consistent with the key messages of the Girl Scout brand voice campaign. The individual who fills this volunteer position will gain a sense of accomplishment, develop job-related skills, and connect with the community.

**Appointed by and reports to:** Service Unit Manager and Director of Communications/Marketing or designee.

**Support:** The Service Unit Media Representative will get full support, guidance, and encouragement from the council staff, Service Unit Manager and Service Team.

**Responsibilities/Tasks:**

- Establish and maintain contacts with the local media
- Follow Girl Scout guidelines to prepare and deliver news releases on troop and Service Unit activities, or story proposals, to the persons designated
- Provide photographs or make arrangements for on-the-spot coverage whenever possible
- Report to Director of Communications/Marketing or designee any activities which have the potential for wider media coverage
- Attend service unit meetings, encouraging leaders to share information on troop activities and identifying possible news stories
- Clip and forward stories and pictures resulting from your efforts to Director of Communications/Marketing or designee
- Work with leaders or others on window displays, kiosks or other community exhibits
- Involve girls in planning and writing publicity whenever possible
- Attend service team meetings

**Core Competencies—Required:**

- Girl focus: Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun
- Personal integrity: Demonstrate dependability, honesty, and credibility
- Adaptability: Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments
- Oral and Written communication: Express ideas and facts clearly and accurately
- Fostering diversity: Understand and embrace differences
- Be a registered member of Girl Scouts of the USA (GSUSA) and have a council-approved volunteer application (includes background check and references) on file
- Be at least 18 years old
- Accept the principles and beliefs of Girl Scouting, and support local and national Girl Scout policies, practices, and procedures

Volunteer Agreement:

Signature of Service Unit Media Representative \_\_\_\_\_ Date \_\_\_\_\_

Signature of Service Unit Manager \_\_\_\_\_ Date \_\_\_\_\_