

GSHPA External Job Posting

Position Title: Communications Manager
Department: Fund Development and Communications
Location: Harrisburg
Reports To: Director, Fund Development and Communications
Salary Grade: Exempt, 7

Position Summary:

Responsible for building and maintaining the Girl Scout brand and image (to internal and external audiences), raising community awareness of Girl Scouts and Girl Scouts in the Heart of Pennsylvania. Works collaboratively with various departments to promote Girl Scouting, build membership and cultivate community support.

Key Responsibilities:

- Provide professional expertise and direction on all aspects of marketing, public relations, and communications while strategically incorporating both the internal (i.e. 50,000+ volunteers, parents and girls) and external audiences (i.e. local communities within a 30 county council) into the development and implementation of a comprehensive Council annual communications plan.
- Establish and cultivate relationships with local and mainstream media throughout the 30-county council.
- Field inquiries from news media and provide guidance on responding to requests for information about the Council while serving as council spokesperson as necessary and appropriate.
- Develop and maintain a strategic alliance with volunteer base (currently 11,000+ members) that encourages the exchange of public relations and marketing opportunities and capitalizes on volunteers' local community knowledge/connections and positively promotes Girl Scouts in the Heart of Pennsylvania.
- Proactively researching stories, collecting testimonials, writing press releases and pitching feature articles that enhance the visibility of and brand of Girl Scouts.
- Work collaboratively with various departments to develop media campaigns, communication pieces and messages that align with intended purpose.
- Write copy, edit and coordinate production/distribution of printed and electronic communications pieces including annual report, newsletters, program guides, camp brochure, flyers, etc.
- Assist with speech writing for Council board members, officers, and staff as needed.
- Prepare appropriate Council staff for interviews with the media and/or serve as council spokesperson as needed and appropriate.
- Stay informed of national and local trends affecting program delivery and council services in anticipation of potential public relations/media opportunities.
- Make recommendations for staff concerning hiring, salary changes, promotions, transfers and terminations.
- Perform other duties as assigned in support of council-wide initiatives and/or cross functional teams.

Skills & Qualifications:

- Bachelor's degree required.
- Three to five years work experience in communication and marketing Supervision experience preferred.
- Strong public relations skills and proven track record of building relationships with the media.
- Ability to effectively identify, analyze and solve problems.
- Ability to plan, organize and prioritize work, while managing multiple deadlines in a continually changing work environment.
- Ability to be creative in troubleshooting and resolving technical issues.
- Ability to use sound judgment in decision-making, and to work independently.
- Ability to adapt well to changing circumstances, direction and strategy.
- Ability to communicate clearly orally and in writing.
- Ability to work a flexible schedule, including evenings and/or weekends, and a willingness to travel throughout the council.

- Car and valid driver's license necessary to carry out assignments.
- Ability to work with individuals of diverse backgrounds and ages.
- Ability to work cooperatively in furtherance of stated goals.
- Experience with online social networking a plus.
- Prior experience with InDesign and Adobe Office Suite preferred.
- Proficient in the use of Microsoft Office software, a calculator and a copier.

Application procedure:

Interested individuals should forward a resume with cover letter stating salary requirements to Human Resources dventresca@gshpa.org or fax to 570-501-2321.

EOE/Committed to Diversity