



## ***Girl Scouts of the Jersey Shore***

**Job Title:** Communications Manager  
**Department:** Development  
**Reports To:** VP-External Affairs

### **Council Overview**

Girl Scouts is the world's preeminent leadership development organization for girls, building girls of courage, confidence, and character, who make the world a better place. With offices and camps in Farmingdale, Toms River and Waretown, Girl Scouts of the Jersey Shore serves approximately 11,000 girls and adults in Monmouth and Ocean counties.

### **Position Summary:**

The Communication Manager is part of the team responsible for developing, enhancing, and maintaining the council's image and brand while raising community awareness of Girl Scouts and Girl Scouts of the Jersey Shore. Assists in creating, implementing and managing strategies for public relations, communications, media, and marketing campaigns to promote Girl Scouting to internal and external audiences, using all forms of media available to increase girl and adult membership and gain financial and community support. Works collaboratively with various departments to develop and implement a variety of marketing initiatives to promote Girl Scouting, build membership and cultivate community support.

This is an in-person position with limited remote work

### **Essential Job Duties:**

- Under the supervision of the VP-External Affairs, assists in developing and implementing a comprehensive council marketing, public relations and communications strategy and plan
- Designs, develops and coordinates the production of communications and marketing materials, including but not limited to council newsletters, publications and print materials
- Participates in developing media opportunities to support the recruitment of girls and adults, promote Girl Scout programs, and attract new funding sources
- Actively participates in the development and implementation of a variety of marketing initiatives (venues may include paid and in kind television advertising, radio advertising, print advertising, social media, Web, digital, and direct mail) to generate leads for girl members and adult volunteers throughout the council jurisdiction
- 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
- Assists in the preparation of speeches and design presentations for senior leadership and or council initiatives
- Analyzes market trends, gathers customer insights and recommends changes to communications and marketing strategies and plans based on analysis and feedback

- Assists in 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 their efforts.
- Works collaboratively with all functional areas of the council to develop media campaigns, communications pieces and messages that support and achieve the council's membership, fund development and other goals
- Participates in aspects of communication, public relations, and marketing while strategically incorporating both the internal (i.e. 11,000+ volunteers, parents and girls) and external audiences (i.e. local communities within a 2 county council) into the development and implementation of a comprehensive Council annual communications plan
- Serves as the primary copy editor for all communications generated by the communications department
- Perform other duties as assigned

### **Skills & Qualifications:**

- The ideal candidate will have excellent written and verbal communication, active listening, and interpersonal skills with an aptitude for effectively promoting the Girl Scouts program
- Bachelor's degree, preferably in communications, marketing, journalism, public relations or related field
- 3+ years of work experience, with demonstrated knowledge of the basic principles of marketing (market identification and segmentation, interpretation and use of market data)
- High proficiency in Microsoft Office Suite and database experience required knowledge of Salesforce, helpful
- Knowledge and proficiency of social media platforms (Facebook, Instagram, LinkedIn, etc.)
- Outstanding editing, proofreading and written and oral communication skills
- Strong analytical thinking, problem solving skills and communications skills (both written and oral)
- Knowledge of Adobe Creative Suite, Microsoft Expressions (or similar software) a plus
- Experience with Salesforce Marketing Cloud, a plus
- HTML, CMS, email marketing, print production and web development skills a plus
- Work effectively with the Council staff team to design and implement communication strategies specifically directed to achieve and exceed council goals
- Ability to accept guidance, direction and supervision
- Be or become a registered member of the Girls Scouts of the United States of America; have a working knowledge of Girl Scout philosophy and programming, and be committed to the Girl Scout mission. Prior Girl Scout experience not required
- Ability to work flexible hours, including nights and weekends, and to be highly motivated, personable, articulate and diplomatic
- Have access to reliable transportation with insurance at required state level
- Ability to lift, carry and transport at least 35 pounds

- Ability to sit and stand for extended periods of time
- Perform other related duties as requested

**Compensation:**

- Full Time Exempt Position; competitive salary; benefit package included
- Please submit resume and cover letter to Brittney Jara, Human Resources at [bjara@GSFun.org](mailto:bjara@GSFun.org)
- Responses are due by: **September 24, 2021**