

Job Title: Communications Specialist
Department: Operations - Communications
Classification: Exempt
Supervisor: Communications Manager

Position Overview: Under the direction of the Communications Manager, develops and maintains innovative, strategic communications aimed at enhancing the Girl Scout experience for girls and volunteers and promoting Girl Scouting to key audiences and enriching community relations. Manages all social media, digital content, and email marketing efforts.

Duties and Responsibilities:

- Assists in the development and maintenance of a comprehensive, integrated communications and marketing plan (including electronic and print-based communications and social media) to more effectively communicate with volunteers, girls, parents, and other constituents;
- Oversees a cross-channel social media plan for the organization;
- Writes and edits copy for newsletters, website, blog posts, email marketing, press releases, and other publications;
- Creates and sends all mass email messages for GSMIDTN including gathering and organizing content;
- Collaborates with each department to prepare materials that target specific audiences and execute these ideas for blog posts or email marketing;
- Executes graphic design needs for digital usage throughout council, including social media and website;
- Collaborates with each department to prepare materials that target specific audiences and execute these ideas through social media and website;
- Serves as a [second point] spokesperson when dealing with the media;
- Serves as content manager for website; maintains updates and participates in efforts to improve quality of website; assists in creating visually compelling, user-friendly web pages;
- Develops strategic plans and maintains analytic reporting on the website for information gathering to benefit various departments;
- Takes digital photos and videos at select events and activities, and maintains digital archive for both; supervises volunteer or paid photographers at other events and activities;
- Periodically audits plans and materials for relevancy and effectiveness;
- Monitors content of all communications efforts for consistent messaging;
- Ensures that all communications activities support Girl Scouts' efforts to include volunteers, staff, and vendors who reflect the racial, ethnic, religious, geographic, and socio-economic composition of the population, including those with disabilities;
- Represent council at meetings and within the community as needed;
- Serve as staff liaison of appropriate council committees and work groups.

Education/Experience Required:

- Bachelor's degree in communications or related field or qualifying experience in field
- Advanced writing skills with proficiency in AP style
- Proficient in current social media platforms and tools
- Proficient in analytics tracking platforms and tools
- Proficient in Microsoft Office including font management
- Proficient in Adobe Creative Suite including Photoshop and InDesign
- Ability to manage multiple projects simultaneously and under deadline-oriented environment

Knowledge, Skills and Abilities Required:

- Strong computer skills in relevant design programs
- Ability to work independently and collaboratively
- Strong organizational skills and attention to detail
- Good customer service skills for internal and external communication
- Ability to meet people and establish cooperative relationships, and recognize and utilize community resources
- Ability to speak well and interact with diverse groups of people
- Superior oral and written communications skills
- Ability to conceptualize communications strategies
- Basic knowledge of photography and videography
- Independence to learn new software
- Organized, independent thinker, and self-starter
- Valid Tennessee Driver’s License and evidence of state required liability insurance
- Ability to pass a criminal background check
- Ability to accommodate a flexible work schedule, including some evening and weekend work
- Belief in the purpose, values, and mission of Girl Scouts of the USA and the Girl Scouts of Middle Tennessee

Physical Working Conditions:

While performing the duties of this job, the employee may sit or stand for prolonged periods of time. The employee may lift, carry or otherwise move and position objects weighing up to 25 pounds.

I _____ have read and understand the information provided in this document.

Date Signed

Employee Signature

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties to meet the ongoing needs of the organization. Girl Scouts of Middle Tennessee reserves the right to review and adjust this job description as business needs dictate.