

Position Description

POSITION TITLE: Chief Marketing/Communications Officer

SALARY GRADE: 3

DEPARTMENT: Marketing/Communications

FLSA: Exempt

REPORTS TO: Chief Executive Officer

DATE:

Position Summary: The Chief Marketing/Communications Officer is responsible for developing and maintaining an awareness and image among all constituents of the Girl Scout movement and purpose within the council's jurisdiction. The incumbent is responsible for the extension of girl and adult membership throughout the council jurisdiction through the supervision of the Recruiting Manager. She/he is accountable for providing efficient, business processes and systems through the supervision of the Project Manager and the IT Manager/Network Administrator. The incumbent in this position will have a very strong presence in the community and will serve as one of the Council public relations figures. The incumbent creates and manages strategies for public relations/media/marketing campaigns to promote a positive image of Girl Scouting to internal and external audiences through the council webpage, newsletters, videos, brochures, radio, television, photo opportunities and other media. She/he develops and implements goals and objectives for the council's marketing/communication, membership recruitment/placement, and business support plans.

Major Accountabilities:

1. Participates in the strategic and tactical planning processes to assist in the formulation of council goals, objectives, action steps and budget related to the Marketing/Communications, membership recruitment/placement, and business support functions.
2. Hires, trains and supervises Project Manager, IT Manager/Network Administrator, Recruitment Manager, Marketing/Brand Manager and Communications Manager.
3. Creates, develops, and implements a fully integrated council internal and external marketing and public relations communication plan.
4. Creates, develops and implements a council-wide membership recruitment/placement plan.
5. Uses the Girl Scout Brand Voice to ensure the preparation and editing of council publications, recruitment fliers and other printed communications.
6. Manages the public relations functions of the council.
7. Ensures that the Council web site is updated and useful for volunteers and the public.
8. Keeps alert to community groups, agencies and organizations collaborating with them in effort to broaden base of community awareness and support.
9. Maintains resources for staff and volunteers to use in promoting and educating the membership and public about Girl Scouting.
10. Oversee the efficient operation of the council Volunteer Systems.
11. Creates, develops, and implements annual and long term council technology plans.
12. Collects, compiles and organizes information for the archives and records the council history.
13. Develops, updates, and distributes the Crisis Communications Manual annually.
14. Other duties as assigned.

Supervisory Responsibilities:

Manages supervisory and non-supervisory employees; is responsible for the overall direction, coordination and evaluation of assigned departments. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring and training employees; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Position Qualifications:

Bachelor's degree in marketing/communications or related field or experience commensurate with degree; minimum three years of experience in publications and design; two years management experience including project management, budgeting, mentoring and staff development; excellent computer skills and technical knowledge of computer software programs, particularly Adobe Creative Suite, but also in Word, Publisher, PowerPoint, Excel and the internet; strong command of grammar and the English language; excellent marketing skills; strong human relations skills such as leadership, networking and ability to effectively manage volunteers; demonstrated ability to successfully handle conflict resolution at all levels with a variety of people, including external customers, Girl Scout volunteers, etc.; knowledge of the Girl Scout program preferred; ability to pay close attention to detail and maintain confidentiality.

Ability to communicate the written and spoken word with tact, diplomacy, and/or authority when necessary; excellent analytical and organizational skills required; thorough understanding of local as well as regional markets; demonstrated ability to prioritize tasks, successfully manage multiple priorities simultaneously, work under pressure, meet deadlines and deal with change; well-disciplined and self-starter; ability to work well as a part of a team; excellent customer service skills; unequivocal commitment to pluralism; ability to meet travel requirements, including night, weekend and overnight travel; valid driver's license; access to a properly licensed and insured vehicle in working condition; flexibility and a good sense of humor.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls including the operation of computer keyboard, calculator, copier machine and other office equipment; reach with hands and arms; climb stairs; balance; bend and stoop, kneel, crouch or crawl; talk or hear within normal range for telephone use; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus, ability to read numbers, reports and computer terminals. Occasional high stress work may be required in dealing with volunteers/staff. Evening and/or weekend work is required. The job requires travel.

Work Environment:

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is exposed to weather conditions prevalent at the time. The noise level in the work environment is usually moderate.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

The employee is expected to adhere to all agency policies and to act as a role model in adherence to agency policies.

This position description does not constitute a contract.