



POSITION TITLE: Community Engagement Manager

REPORTS TO: Chief Advancement Officer

FLSA STATUS: Exempt, Full Time

POSITION SUMMARY

The Community Engagement Manager serves as a representative of Girl Scouts of Historic Georgia, as required, to work with outside organizations and consultants as well as council committees and GSUSA.

The Community Engagement Manager works with the MarComm team to design and coordinate effective, professional and consistent communication for internal and external audiences across the council, incorporating “best practices” and the GSUSA brand guidelines and Communication Strategy. The Manager is the prime contact to secure financial support, community engagement, building partnerships and council events in their Girl Scouts of Historic Georgia regional area.

ACCOUNTABILITIES

- Works with the Development and MarComm teams in directional planning and decisions that will impact the success of the council’s Strategic Plan and Plan of Work.
- Coordinates and organizes events as related to sponsors, community relations, development of partnerships, and implementation of the event.
- Develops relationships that help to support the Girl Scout mission financially.
- Contributes to the budgeting process and helps track spending in Development and MarComm departments.
- Works collaboratively with teams to develop and implement the comprehensive Communication Plan for both internal and external audiences of Girl Scouts of Historic Georgia, to include:
 - Council publications (Annual Report, Program Resource Book, Camp Brochure);
 - Electronic newsletters and/or outreach to key constituencies;
 - Community correspondence;
 - Council-wide event flyer design;
 - Special event support;
 - Media relations;
 - Support of other council marketing and communication efforts.
- Participates in program activities for girls related to marketing and communications and incorporates girl voices into council communication vehicles of all kinds.

Community Engagement Manger

- Manages the development and sales of income producing advertising packages.
- Participates in training and developmental opportunities and may provide them for members of the GSHG staff when appropriate.
- Networks within Girl Scouting and GSUSA to keep current on standards and best practices among councils.
- Builds relationships within the community, increasing the visibility of Girl scouting in potential donor/partner circles.
- Works collaboratively with the MarComm team to support the needs of Property, Product Sales, Retail Management, Fund Development, Human Resources and the MVP team as requested to move the council forward.
- Fulfills other duties as assigned by the CEO or Chief Advancement Officer.

QUALIFICATIONS AND EDUCATION

- Bachelor's degree preferred; related experience considered of no less than 3 years in sales/marketing or similar background.
- Willingness to maintain standards, carry out the mission and adhere to the policies of GSUSA and Girl Scouts of Historic Georgia.
- Ability to model behavior consistent with the Principles of Inclusiveness and Girl Scout Mission, Promise, Law and Values.
- Ability to provide outstanding customer service to girls and volunteers.
- Excellent oral and written communication skills.
- Strong planning, organizational and financial skills.
- Proficient with Microsoft Office applications (Windows, Excel, PowerPoint, and Internet Explorer).
- Ability to work a flexible schedule including evenings/weekends and occasional overnights.
- Possess a valid driver's license that meets the Council insurance company's requirement for coverage.
- Membership in the Girl Scout Movement.
- Desire to improve and develop professionally.
- Other duties as assigned.

PHYSICAL REQUIREMENTS

- Walking, standing, bending, stooping, reaching and moderate lifting (up to 30 pounds).
- Must be able to sit at a work station and/or a computer screen for up to 2 hours at a time.
- Occasional exposure to seasonal weather conditions.

Employee Role in Fund Development and Membership

You are required to have an active role in the council's fund development and membership efforts, as set forth by the CEO.

In addition, as an employee, you are a representative of GSHG, and people form their impressions of the council, in part, based on their interaction with you. Every personal contact is with a current or potential donor to, or member of, the council and, thus, these impressions can influence their actions.

Employees also play a more active role in fund development and membership by being alert to opportunities to identify potential new donors and volunteers.

Employee signature

Date