

Job Title:	Chief Marketing and Communications Officer	Department:	Marketing and Communications
Reports To:	Chief Executive Officer	FLSA Status:	Exempt
Supervises:	Marketing and Communications Specialists	Role Type:	Hybrid
Work Schedule:	Regular Work Week including occasional after-hours, evening weekend or event-based work as needed	Status:	Full-Time

NATURE AND SCOPE OF POSITION

The Chief Marketing and Communications Officer (“CMCO”) is accountable for directing and implementing strategic and multi-faceted, external and internal marketing and communications (“MARCOM”) strategies to stimulate and support membership and development efforts and strengthen the Girl Scouts’ role as a leader and authoritative voice in its field. This role is responsible for overseeing implementation processes, and providing quality control for MARCOM programs, media activities, and all aspects of brand management and marketing efforts essential to promote and support the positive brand and image of Girl Scouts (GS) and the GS Louisiana East Council (Council) goals and initiatives.

PRIMARY QUALIFICATIONS

Education:	<ul style="list-style-type: none"> • A Bachelor’s degree in Communications, Marketing or a related field is required. • A Master’s degree is preferred.
Work Experience:	<ul style="list-style-type: none"> • A minimum of 10 years of experience in a senior executive role in MARCOM is required, including: <ul style="list-style-type: none"> ○ a minimum of five (5) years of professional, corporate or non-profit experience in planning, development and execution of marketing and communications strategies, and ○ a minimum of three (3) years of supervisory experience. • Demonstrated experience in media relations, communication planning, research and strategy, evaluation skills, public speaking, and data analysis. • Knowledge and experience in the Girl Scouts program, in a non-profit, youth, or community-service environment is preferred. • Experience working with volunteers is a plus.
Certifications:	<ul style="list-style-type: none"> • None required.
Special Skills and Competencies:	<ul style="list-style-type: none"> • Advanced computer literacy in Microsoft Office (e.g. Outlook, Word, Excel, Power Point). • Advanced aptitude and experience and some pre-press knowledge in design and brochure layout (e.g., Adobe Experience Manager, and Adobe Creative Suite, Canva). • Advanced aptitude in effective research methods (e.g., internet, surveys, focus groups), and data collection and management (e.g., Salesforce, Looker). • Must possess: <ul style="list-style-type: none"> ○ excellent written, oral and audio/visual techniques and communication skills including the ability to create, write, proof and edit content and speak publicly with diverse individuals and groups. ○ effective organizational and multi-tasking abilities. ○ emotional maturity with a willingness to work independently and as a team player. ○ the ability to supervise teams effectively. ○ the ability to maintain confidentiality. ○ the ability to maintain a positive, collaborative attitude. ○ the ability to problem-solve in a fair and diplomatic manner. ○ willingness to maintain flexibility in assignments.
Other Requirements:	<ul style="list-style-type: none"> • Valid, unencumbered driver’s license and proof of vehicle insurance is required. • May require work in excess of a regular work week including occasional evening and weekend work or as needed basis. • Personal membership in Girl Scouts of the USA (GSUSA) is required. • The ability to travel to and work at the GS DreamLab, GSLE Camp locations, and any other venue where GS activities are conducted.

JOB FUNCTIONS**Essential Duties:****Administrative and Operational**

- Serve as spokesperson for the GSLE Council in partnership with the Chief Executive Officer.
- Manage the communications/marketing operating unit; participate in the development and integration of the annual Council operating plan and the specific communications unit plan; participate as a member of the Council Leadership Team and the Crisis Communications Team.
- Provide daily supervision of assigned staff ensuring all job duties are properly executed and policies followed; regularly evaluate staff job performance; provide timely feedback and identify opportunities for training and development; provide coaching, discipline, re-training or job-related education as needed.
- Monitor workloads and schedule staff according to Council needs; manage attendance, time off, timekeeping activities and reporting of hours to be paid including overtime among others.

Content Management

- Direct the copy writing/editing, design, layout and technical production of internal and external publications, including newsletters, brochures, annual report, pamphlets and flyers to stimulate and support Membership, Program, Properties, Fund Development and Management operating objectives.
- Ensure a consistent Girl Scout Brand Voice and editorial style in all Council publications in accordance with GSUSA's graphic guidelines and ensure the integrity of the Girl Scout trademarks and service marks.
- Solicit pricing, review, and recommend contracts or agreements, for communications and fund development projects. Contract for, or recommend agreements for, all outside graphics, design, illustration, printing services. Direct the development of all projects on film and video, ensuring that all items reflect the contemporary image of Girl Scouting and the ethnic diversity in the Council's jurisdiction. Plan efficient and effective distribution of Council publications/visual materials to inform key target audiences.

Media Strategies

- Plan, implement, and manage media strategies throughout Council service areas through publicity plans, including news releases, requests for coverage, and broadcast and print public service announcements, aggressively promoting contemporary image of Girl Scouting. Assure frequent and positive media coverage with personal contacts and Council-wide releases. Increase community-based publicity efforts through the recruitment, training, and retention of volunteer publicity representatives and the development of collaborative efforts with media organizations. Evaluate the quality and quantity of Council publicity.
- Supervise production and further development of electronic presence in the community and with Council's stakeholders to promote membership and donor support, through development and enhancements to Council website, social media, and electronic communications.

Cross-Department and External Collaboration

- Assist Fund Development in its various campaigns by providing written and audio/video materials, securing and writing adult/girl testimonials, and other support as needed.
- Expand public relations and Fund Development opportunities through community and professional contacts, speaking engagements, training, and collaborations with other agencies, groups, and organizations.
- Assist with governmental relations and state collaborative efforts.

Data Collection and Records Management

- Utilize various data collection methods to consistently collect, evaluate and measure the impact that Council services (publications, training, council-sponsored programs, field services, use of properties) have on the retention of girls and adult volunteers.
- Research Girl Scouts and Council competition/similar service organizations to understand where challenges and opportunities exist in Girl Scouts and Council offerings and approach.
- Administer the program for safekeeping and use of historical files and memorabilia.

Other Duties:

- Represent the Council professionally, to both internal and external audiences, and provide courteous and prompt service to all internal and external parties, donors, members, volunteers, staff, and other community contacts.
- Support, comply with and adhere to all GS and Council policies in a professional manner, independently and with minimal oversight.
- Assist in achieving department initiatives and Council goals through effective and efficient performance of assigned duties and by collaborating cross-functionally as appropriate or directed.

- Perform other duties as assigned.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

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 the job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. Requirements include but are not limited to:

- Sit or stand for periods up to four (4) hours,
- Moderate levels of standing, walking, using hands to finger motions, stooping, kneeling, crouching, or crawling,
- Communicate effectively orally and in writing,
- Vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to focus.
- Hand/eye coordination skills are essential because a significant amount of physical activity is required.
- Must occasionally lift and/or move boxes, materials, and products up to 35 lbs. without assistance.

Work Environment: The work environment characteristics described here are representative of those that must be met by an employee to perform the essential functions of this job successfully with or without reasonable accommodations.

- Typical business/office operation.
- Consists of typical indoor and occasional exposure to outdoor weather conditions.
- The noise level in the work environment is usually moderate.

JOB ACCEPTANCE

I certify I have read, fully understand, and accept all terms and conditions of the above job description. I also acknowledge it is general in nature and levels of work, knowledge, skills, abilities, and essential functions expected for this position and is not intended to provide or contain a comprehensive listing of activities, duties or responsibilities required.

Further, I acknowledge Girl Scouts Louisiana East has the right to change this job description or content at any time with or without advance notice.

AT WILL CLAUSE

I understand and acknowledge that, unless otherwise defined by applicable law, any employment relationship with Girl Scouts Louisiana East is of an "at will" nature, which means that if I am hired, I am free to resign at any time, with or without cause, and without prior notice. Girl Scouts Louisiana East reserves the same right to terminate my employment at any time, with or without cause and without prior notice. It is further understood that this "at will" employment relationship may not be changed by any written document or conduct unless such change is specifically acknowledged in writing by the Chief Executive Officer (CEO) of this organization.

SIGNATURES:

Employee Printed Name

Employee Signature

Date

Human Resources or Supervisor Signature

Date

Girl Scouts Louisiana East is an Equal Employment Opportunity organization.