

**Summary:** The Service Unit Community Liaison is a very exciting volunteer role that works in partnership with the Service Unit PR Coordinator and Service Unit Director to represent Girl Scouts at community booths, tables, open house events, and by distributing official Girl Scout branded materials produced by the GSNEO marketing department. Individuals who enjoy speaking with people and making a difference in the lives of girls thrive in and enjoy this role. Advocating for Girl Scouts and increasing public awareness of Girl Scout activities and membership is a key responsibility. The Community Liaison may serve as a contact who nurtures relationships between schools, faith-based organizations, community groups, and Girl Scouts of North East Ohio.

**Position Supported By:** Community Membership Executive (CME) and the Volunteer Support & Service Department. Additional support provided by a combination of staff and volunteers including the service unit team members, as well as GSNEO staff from Customer Care and Membership Recruitment staff.

### Responsibilities:

- Generate excitement about Girl Scouting to the greater community.
- Be the face of Girl Scouts in a school, faith-based institution, or other community-based location in your service unit.
- Communicate and collaborate with your PR Coordinator, Service Unit Team members, Membership Recruitment Department, your CME, to ensure you are aligned with the all-season recruitment plan, including staff-led events, service unit-led events, and marketing efforts, based on new girl membership goals and benchmarks.
- Generate leads by working with your PR Coordinator and Service Unit Team members to hold recruitment events, hosting table events, and assisting with council staff-led recruitment events in your community. These leads need to be sent to the GSNEO Customer Care Team using the proper channels within 48 hours of an event.
- Recruit new girls into volunteer-led Girl Scout troops or into Juliettes, if this is what the girl prefers.
- Recruit new volunteers.
- Communicate with your PR Coordinator and Service Unit Team on any recruitment or marketing needs for your area in advance of events.
- Build and maintain relationships with key community partners within your school, house of worship, library, community center that is your focus as the SU Community Liaison.
- Collaborate with your PR Coordinator, SUD, Registrar, and your CME to ensure troops are up to date with all information and that enough troops are on display for families to choose from when registering for Girl Scouts and throughout the year.
- Send out and post up-to-date promotional material in your community that follow current GSNEO branding standards and guidelines.
- Participate in succession planning for your role.

### Marketable Skills and Abilities:

- |                                   |                        |                   |
|-----------------------------------|------------------------|-------------------|
| • Motivating Groups               | • Event Planning       | • Public Speaking |
| • Sales Experience                | • Strong Communication | • Leadership      |
| • Public Relations & Social Media | • Problem Solving      | • Teamwork        |

### Position Commitments:

- **Membership & Administration**
  - Maintain a current GSUSA membership and complete the volunteer screening process to help ensure the safety of the girls and volunteers served through Girl Scouts.
  - Agree to opt-in to receive emails and text messages from GSNEO and GSUSA.
  - Comply with GSUSA and GSNEO Policies, GSNEO Standards and Guidelines, GSNEO Brand Standards and Guidelines, Volunteer Essentials, Safety Activity Checkpoints, GSNEO Bylaws and GSNEO Volunteer Policies.
- **Tenure/Time:** Three-year term (Oct.1 – Sept. 30); may serve up to two consecutive terms. 3-5 hours per month; Varies seasonally – busiest times are August to mid-November and April to mid-June.
- **Required Training:** Community Liaison Learning Path in gsLearn
- **Highly Recommended:** A.L.E and Council-led Service Unit Team meetings
- By accepting this volunteer position with Girl Scouts of North East Ohio I agree to abide by the Girl Scout Promise and Law. I will respect and maintain the confidentiality of all privileged information related to Girl Scouts, its girl and adult members, volunteers, and staff to which I am exposed while serving as a volunteer.

**The Girl Scout Mission, Promise and Law are shared by every member of Girl Scouting and define the way Girl Scouts agree to act every day toward one another, other people, and the world.**

**Girl Scout Mission:** Girl Scouting builds girls of courage, confidence, and character, who make the world a better place

### Girl Scout Law:

I will do my best to be:  
honest and fair, friendly and helpful,  
considerate and caring, courageous and strong,  
responsible for what I say and do,