

Community Engagement Champion

Volunteer Position Description

Purpose

- Creates visibility of Girl Scouts in the local community, building awareness that leads to new member growth. Works directly with local community members, Council Staff, and Service Team members.

Responsibilities

- Distributes GSME branded materials throughout the community, creating awareness. Such items include but are not limited to lawn signs, posters, brochures, etc. GSME will provide appropriate signs, flyers, swag, etc. Reach out to GSME at customer-care@gsmaine.org for materials.
- Promote locally scheduled new member sign-up events on local social media platforms and with community groups to increase attendance at events.
- Seeks out local community events where Girl Scouts can be marketed to families of girls in K-3rd grade (pre-K in the spring) and provides event and contact information to the Community Engagement team.
- Attends Service Team Meetings, in particular the Plan for Success, Mid-Year Assessment, and End of Year Assessment.
- In collaboration with the Service Team during the Plan for Success, builds a strategy for sharing Girl Scouts with the local community.
- Provides updates on the status of local community engagement efforts at Service Team and leader meetings as requested.

Optional Responsibilities

- Partners with GSME staff to engage local connections through small group conversations, events, and sample activities.
- Organizes information tables at open house events and community events (festivals, parades, craft fairs, etc.)

Required Qualifications

- Estimated time required for this position: 2-4 hours per month.
- Registered and approved Girl Scout volunteer, at least 18 years of age, who values the Girl Scout philosophy and adheres to GSME policies and ways of work.
- Complete learning modules in gsLearn and one-on-one orientation with the Community Engagement Specialist.
- Enthusiasm for sharing Girl Scouts with prospective girl and adult members.
- Passion for promoting vibrant communication within your local community, such as sharing provided materials in local community Facebook groups, posting on message boards, etc.
- Strong understanding of the Foundational Girl Scout Experience.
- Work productively & respectfully with people of diverse cultures, abilities, personalities, ages & backgrounds.
- Effective oral, writing, and reading skills—express ideas and facts clearly and accurately.
- Knowledgeable and versed on GSME policies as stated in the Volunteer Handbook and Service Team Handbook.

Desired Qualifications

- Familiarity with online social media platforms such as Facebook and Instagram.
- Adaptable and flexible, and tolerant in response to changing situations and environments..