



## Director, Marketing & Communications

### GSGNY Background

For over a century, Girl Scouts has been instilling generations of girls with the skills and knowledge to become young women of courage, confidence, and character, to speak out and be leaders. Today, Girl Scouts of Greater New York (GSGNY) is delivering its message of empowerment and engaging more than 25,000 girls of every race, background, and religion.

GSGNY's vision is a New York City in which every girl feels empowered to lead in her community, the workplace, and the world. GSGNY has become a hub for innovation within the broader Girl Scouts movement, presenting new ways to engage and inspire the next generation of young leaders.

Recent investments and initiatives include:

- **The Leadership Institute** provides middle and high school-aged girls with 21<sup>st</sup>-century leadership skills and subject-specific knowledge and experiences that will help girls reshape their views on leadership and about their own potential to transform into powerful agents of change while equipping them to succeed in school and their future careers.
- **Troop 6000** is the first Girl Scout program specially designed to serve the thousands of girls currently living in the New York City homeless shelter system.
- **Cybersecurity Programs** at Girl Scouts were designed to serve the evolving needs of New York City's girls and New York City's workforce. With the goal of encouraging girls to consider careers that require STEM skills, this program ensures girls have the tools and knowledge they need to safely navigate our increasingly tech-driven world.
- **Anti-Racist and Anti-Bias Training:** We teach girls to lead by example, and to that end, we are committed to doing the work necessary to become an anti-racist organization. We are working to partner with experts in the areas of race, inclusion, and equity to conduct a series of trainings for both staff and volunteers.
- **Camp Kaufmann:** The camp experience is an essential part of Girl Scouting – and as the only Girl Scout council in the nation in which 100% of the girls we serve are growing up in an urban environment, we prioritize offering high-quality outdoor education opportunities to New York City girls. We recently upgraded and enhanced facilities at our 425-acre Camp Kaufmann in Dutchess County, including the construction of a new swimming pool.

Guided by an ambitious strategic plan and its dynamic CEO, Meridith Maskara, Girl Scouts of Greater New York aims to expand to reach more girls while serving as an innovating force within the national Girl Scout movement.

## Position Description

As the leader of a three-person Marketing & Communications team, the Director will be charged with continually improving strategies and processes to ensure the organization's internal and external communications, across all platforms, are consistent, strategic, and upholding the ideals and personality of the Girl Scout brand in New York City.

The Director will work closely with department heads across the organization and must be skilled at managing priorities and enthusiastic to assess current practices and build, in some cases, from the ground up. The Director will be a mission- and results-driven leader focused on utilizing every tool available to recruit girls to join Girl Scouts and adults to become volunteers, promote Girl Scout Cookie season, advertise Girl Scout programs including Girl Scout Camp Kaufmann, and further the organization's priority of being a visible thought leader on girls and girls' leadership in New York City.

## Responsibilities

The Director, Marketing & Communications will:

- Develop, manage, and execute an annual strategic marketing plan, setting and monitoring goals for audience reach and engagement;
- Oversee strategic management of our core communications platforms including website, social, and newsletters, streamlining and improving communication across multiple platforms, to 7,000+ volunteers, 25,000+ girls, and thousands of parents and caregivers;
- Hone and develop systems that ensure sound communications strategies, quality control in implementation, and efficient customer service to all departments of the organization to promote events, share information, and design collateral;
- In partnership with the Chief Strategy Officer, set the creative direction and supervise design and production of content for all departments including the organization's Annual Report, special event materials, program brochures, and other printed collateral;
- Ensure all departments have the tools to seamlessly represent our brand, proactively seeking to improve external communication and brand representation of all kinds, including but not limited to developing talking points, flyers, social media campaigns, etc.;
- Manage and mentor two Marketing & Communications team members: a Marketing & Communications Manager, Marketing & Communications Associate, as well as a freelance Graphic Designer;
- Serve as the primary contact for our external Public Relations team, partnering to develop press opportunities and manage programmatic advocacy work;
- Actively work to build a broad public understanding of Girl Scouting in New York City, understanding and interpreting the program benefits to the community through marketing and advertising efforts;
- Other duties as assigned.

## Qualifications

- Bachelor's degree or equivalent experience required;
- 7+ years of marketing experience;
- 3+ years of supervisory experience;
- Strong personal commitment to Girl Scouts of Greater New York's mission and vision;
- Demonstrated ability to work with culturally diverse communities;
- Exceptional writing ability, with the facility to define multiple, distinct key audiences and develop strategic messaging;
- Well informed about emerging tools and trends in print and digital marketing and communication spaces;
- Excellent organizational, project management, and time management skills;
- Strong relationship-builder, equipped to navigate a complex organization and prioritize communications needs and projects;
- Knowledge of Salesforce Marketing Cloud a plus;
- Spanish language skills a plus;
- Attendance at some evening and weekend events is required.

## COVID Guidelines:

The health and safety of our staff, girls and volunteer community is our highest priority. As such, the Girl Scouts of Greater New York (GSGNY) is requiring all newly hired, (and current) staff members to be fully vaccinated with an FDA authorized and/or approved COVID-19 vaccine by September 17, 2021, as a condition of employment. Requests for reasonable accommodations for medical or religious reasons will be considered in accordance with applicable law.

The Girl Scouts of Greater New York Team is currently working in a team-specific, hybrid style with some employees working from the office and others working entirely remotely.

## Compensation & Benefits:

- \$90-110K annual salary.
- Comprehensive benefits including options for health, dental & vision coverage, Flexible Spending Account/FSA, commuter benefits, 403(b) retirement savings plan with employer match, and generous PTO.

**To Apply:**

Please send your resume and cover

letter to <https://gsgny.applytojob.com/apply/cDiKKEpi2N/Director-Marketing-Communication>.

Please include “Director, Marketing & Communications” in the subject line of your email.

Resumes submitted without a cover letter will not be considered. No phone calls, please.

The Girl Scouts of Greater New York are an Equal Opportunity Employer.

We are committed to providing equal employment opportunities to you without regard to race, creed, color, religion, national origin, sex, sexual orientation, pregnancy, marital status, age, veteran status, medical condition or disability, genetic information, gender identity, or any other protected status under federal, state, or local law.

This job description should not be interpreted as all-inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this description. Any essential function or requirement of this job will be evaluated as necessary should an incumbent or applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation(s) for the specific disability will be made for the incumbent or applicant when possible.