



Job Title: Marketing Assistant
Department: Marketing and Communications
Reports To: Chief Marketing Officer

Council Overview

We are Girl Scouts of Orange County. We are 33,000 strong – nearly 20,000 girls and 13,000 adults who believe in the power of every **G.I.R.L.** (Go-getter, Innovator, Risk-taker, Leader)[™] to change the world. As the preeminent leadership development organization for girls, Girl Scouts helps girls of all cultures and backgrounds develop courage, confidence and character to make the world a better place. GSOC is a leader among 112 Girl Scout councils nationally, recognized for its strategic focus, organizational culture, and member retention. Our vision is to provide the best leadership development experiences for all girls in Orange County. And with programs in every OC zip code, we offer every girl opportunities to practice a lifetime of leadership, adventure, and success.

Position Summary

Girl Scouts of Orange County has an outstanding opportunity for a **Marcom Assistant** to be responsible for providing both administrative support for the Marketing & Communications (MarCom) Department and Marcom assistance to support council staff with communications, media outreach, social media content, collateral distribution, and events. Handles confidential and sensitive information, as well as interacts with a diverse group of important external callers and visitors and internal contacts at all levels of the organization. Independent judgment is required to plan, prioritize, and organize.

Primary Responsibilities

- **Marcom Administration (40%)**
 - Provides support to CMO and MarCom colleagues as assigned.
 - Schedules meetings, answers phones, inputs data, and prepares correspondence.
 - Responsible for record keeping, coordination of meetings, and obtaining supplies.
 - Administrative support for external events (i.e. Voice for Girls, Celebrate Leadership), including event logistics and attendee follow up.
 - Oversees Marcom materials and collateral, including creation of “look books,” press clippings, distribution, and inventory of materials.
 - Maintains and updates media contact list.
 - Management of PR Cookie allocation.
 - Processes invoices and maintains budget entry.
 - Supports post-campaign reporting.

- **Marketing & Communications Assistance (40%)**
 - Provides PR and media outreach support, including press release development, pitching, coordination, occasional in-person attendance.
 - Writes, edits and proofreads various communications (i.e., website content, newsletters, collateral, etc.).
 - Provides social media support and develops social media posts.
 - Coordinates direct mailings.
 - Organizes projects and tasks.

- **CEO/Council Support (10%)**
 - Back-up support for CEO when Executive Administrator is out of office.
 - Collateral support for executives (i.e. preparing materials, press kits, etc.).
 - Marcom support at major Council events.
- Additional responsibilities and special projects as assigned. (10%)

Qualifications:

- 5+ years of administrative experience, preferably within a marketing environment.
- 2+ years of experience providing general marketing support.
- Excellent computer skills, including strong proficiency in MS Word, Excel, PowerPoint and Outlook.
- Excellent written and verbal communication skills. Professional experience writing press releases, newsletters, or social media content is preferred.
- Requires continual attention to detail in composing, typing, proofreading, data entry, establishing priorities and meeting deadlines.
- Must have high level of interpersonal skills to handle sensitive and confidential situations. Excellent customer service skills with ability to interact with tact and diplomacy.
- Must be able to work in a fast-paced environment with demonstrated ability to prioritize multiple, competing tasks and demands, including the flexibility to support multiple executives and co-workers simultaneously.
- Proficiency in graphic arts software is a plus.
- Associates degree or Bachelors' degree preferred.
- Willingness to accept the beliefs and principles of the Girl Scout Movement and the relevant and compelling benefits of Girl Scouts.

GSOC is proud to be an equal opportunity employer. GSOC is committed to a process of diversity and inclusion.

Apply Online at: www.girlscoutsoc.org/en/gsoc/employment.html