



Girls the World Needs



Marketing and Communications Manager Washington, DC



DRiWaterstone HC
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About Us

We Are Girl Scouts.

Girl Scouts bring their dreams to life and work together to build a better world.

Through programs from coast to coast, Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends.

Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them.

Our Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.



The Opportunity

Girl Scouts Council of Nation’s Capital (GSCNC) seeks a Marketing and Communications Manager to lead the organization’s strategic communications, branding, messaging, and outreach to ensure that GSCNC’s work is delivered clearly and effectively to its target audiences. As the senior MarComm professional at GSCNC, the Marketing and Communications Manager will be a creative storyteller with excellent interpersonal skills. Reporting to the CEO, the Marketing and Communications Manager will develop and implement strategic and operational plans that support all marketing and communications activities. With a team of two direct reports, the Marketing and Communications Manager develops press releases, speeches, and content for campaigns, the website, newsletters, blogs, annual reports, and social media posts.

Primary responsibilities include:

- Provide leadership for the organization’s communications and marketing efforts with a focus on increasing visibility for GSCNC.
- Represent GSCNC externally to media, vendors, funders, and the community.
- Oversee the implementation of GSUSA branding in GSCNC program materials; lead GSCNC brand strategy and management, ensuring GSCNC’s brand is clear and consistent across all activities and resonates with target audiences.
- Support communications and media engagement for the CEO, including speeches, talking points, and presentations.
- Attend quarterly board meetings and engage with key stakeholders.
- Implement innovative marketing and communications strategies to reach today’s girls.
- Supervise two marketing and communication professionals.
- Collaborate with colleagues on issues related to organizational planning, implementation of organizational policies, and strategic communications for the organization.

FRIENDS TODAY. CHANGEMAKERS TOMORROW.

JOIN TODAY!

gscnc.org/join



The Candidate

Required skills and experience:

- 2-3 years of communications or marketing experience, with at least 1-2 years at the manager level or above with responsibility for overseeing a function, team, and budget.
- Bachelor's degree in communications, business, journalism, marketing, or a related major.

Desired skills and experience include:

- Demonstrated experience developing marketing plans.
- Proficient with Microsoft Office products, Constant Contact, Salesforce Marketing Cloud, Premiere Pro, Adobe Creative Suite, and related software.
- Strong diplomatic skills and experience engaging stakeholders and partners, building consensus, and bringing diverse groups together throughout the process.
- Strong sense of visual storytelling to highlight the impact of GSCNC's work.

- Advanced understanding of social media platforms, including how to expand the audience reach preferred.
- Excellent project management skills with meticulous attention to details and deadlines.
- Ability to manage, mentor, and lead a team to success.
- High level of energy, maturity, and leadership potential.
- Excellent writing and editing skills to ensure materials are produced at the highest quality.
- Intellectual curiosity and commitment to diversity, equity, and inclusion.
- Experience with and comfort in a fast-paced work environment.
- Experience working in the non-profit industry preferred.



Applications can be submitted at
<https://driwaterstonehc/position/gscnc-marketing-comms>

All first-round interviews for this position will take place via video conference with DR/WaterstoneHC.

DR/Waterstone HC is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

EQUAL OPPORTUNITY EMPLOYER

Girl Scouts of the Nation's Capital provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

COMPENSATION/LOCATION

The preferred location for this position is the Washington, D.C., metro area. After three months of employment, the candidate will be eligible to work remotely 3 days per week. 100% employer-paid HMO for employees (dependent coverage, POS, dental/vision available).

Expected salary range: \$70,000 – \$73,000. Compensation will be commensurate with the candidate's special skills, years of experience, and unique background. We welcome the opportunity to connect with potential candidates whose salary requirement exceeds the expected hiring range.