



Position Description

Position Title: Full Time, Membership Growth Specialist

Department: Engagement

Reports to: Lead Membership Growth

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

POSITION SUMMARY:

The Membership Growth Specialist (Recruiter) is responsible for successfully implementing recruitment efforts by promoting Girl Scouting through a variety of means including in-person events, virtual programs and phone calls. They will work to increase awareness and participation in Girl Scouts through a variety of in person and virtual meetings, events, presentations, and networking opportunities with community organizations, corporations, schools, educators, faith-based institutions, and other community constituents within all regions of the Council as assigned. They will have the opportunity to interact directly with families and girls, introducing them to the benefits Girl Scouting can offer their girls. They will build excitement within your community about the power of the Girl Scout Leadership experience.

MAJOR ACCOUNTABILITIES:

1. Assists in achieving the council's strategic girl and adult membership goals through a variety of recruitment strategies.
2. Supports recruitment marketing strategies outlined in the council's strategic plan, annual business plan and/or other council goals primarily through, lead generation events, and networking opportunities with community organizations, corporations, schools, educators, faith-based institutions, and other community constituents.
3. Works with the Membership Lead and Director, Membership to determine and develop innovative techniques and recruitment strategies to meet goals.
4. Promotes and assists with Council wide programs, activities, and public relations.
5. Collaborates with other departments to provide proper messaging and appropriate material.
6. Ensures Leads are entered into Salesforce, membership database system, accurately and in a timely fashion.
7. Prepares reports as required.
8. Works with a cross functional team to develop innovative techniques to ensure ongoing effective delivery of the recruitment strategies.
9. Ensures Girl Scouting is open to all girls and adults by delivering the Girl Scout message of pluralism and diversity to all.
10. Provide a high level of customer service to all audiences they interact with and serve as a positive ambassador for the Girl Scout organization to the public.
10. Performs other duties as assigned.

Note: This job description describes the general nature of the position without listing every detail and is not to be considered a contract for employment, either expressed or implied, between Girl Scouts of the Green and White Mountains. Job descriptions are not all-inclusive and are not intended to be an exhaustive list of all job responsibilities. Job descriptions are subject to change at the discretion of the Council.



MINIMUM EDUCATION/EXPERIENCE REQUIRED:

- Interest in sales, recruiting, marketing or related field.
- Proven sales experience dealing directly with customers is a plus.
- Reliable transportation and valid driver's license required.
- Supports and believes in the mission of the Girl Scouts.
- Membership in Girl Scouts is strongly encouraged.

LANGUAGE SKILLS:

- Excellent, effective English language abilities, both oral and written. Spanish language abilities a plus.

KNOWLEDGE, SKILLS AND ABILITIES:

- Self-management and Confidence
- Active Listening
- Sales Ambition and skills
- Marketing Knowledge
- Interpersonal Relationship Building
- Ability to lift 35 lbs
- Customer Service
- Organization
- Detail Oriented
- Goal Driven

WORK SCHEDULE/CONDITIONS:

- This is a full-time position.
- Frequent travel through the Council to accomplish tasks and lead events.
- Four evenings a week required and sometimes weekend work as the organization needs.

SUPERVISORY RESPONSIBILITIES: # of Direct Reports: 0

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I have read and understand the position description listed above.

Employee Name: (printed) _____

Employee Signature

Date Signed

Manager/Director Name: (printed) _____

Manager/Director Signature

Date Signed

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