



Position Description

Position Title: Community Membership Lead

Department: Operations

Reports to: Director, Membership

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

POSITION SUMMARY:

The Community Membership Lead is responsible for increasing the membership of Girl Scouts of the Green and White Mountains within a specific region through recruitment strategy, onboarding, and maintenance of troops. They will increase awareness and participation in Girl Scouts by developing relationships with community organizations, corporations, schools, educators, faith-based institutions, and other community constituents. They will support and recruit volunteers, ensuring skills and training for each position is achieved. They will build excitement within our communities about the power of the Girl Scout Leadership Experience, with support from our part-time recruiting team covering specific scheduled events.

MAJOR ACCOUNTABILITIES:

Membership Enrollment:

- Utilize geographic data through research to create recruitment strategies focused on membership trends and best practices.
- Responsible for implementing and assessing comprehensive year-round recruitment and membership support strategies that increase girl and volunteer membership and enhance retention within their assigned region.
- Generate girl and adult member leads from a variety of effective methods, including but not limited to recruitment activities, marketing, community presentation, etc., identifying new volunteers who want to lead local Girl Scout troops in their community.
- Facilitate in-person and virtual events to meet with prospective members.
- Drive enthusiasm for Girl Scouting through presentations and storytelling with community groups.
- Network with corporations, schools, educators, faith-based institutions, and other partners.
- Follow up on leads and referrals utilizing internal relationship systems and technology platforms.

Onboarding:

- Ensure an efficient process for onboarding new and existing youth members and adult volunteers.
- Manage the operational onboarding needs, including training assignments, troop number assignments, investiture, introductions, and other new troop supports.

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.

Volunteer and Troop Support:

- Manage, support, and (at times) lead Girl Scout Starter Troops as they get off the ground.
- Leader in volunteer management, conflict resolution, and community outreach for all Membership staff under her/his supervision.
- Regularly report progress on assignments and projects to the Director of Membership.
- Guide Service Unit teams in the selection and training of administrative volunteers.
- Provide concierge-type support to troops, ensuring answers are met by the appropriate GSGWM departments and content experts.
- Ensure each community or region provides program opportunities to their members, via partnership with the GSGWM program team
- Provide support to the Product Program Team in ensuring successful product programs within their region.

General:

- Ensures Girl Scouting is open to all girls and adults by delivering the Girl Scout message of pluralism and diversity to all.
- 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.
- Perform other duties as assigned.

MINIMUM EDUCATION/EXPERIENCE REQUIRED:

- Experience in sales, recruiting, youth services, volunteer support, or project management.
- Experience dealing directly with customers.
- Demonstrated ability to work as part of a team, multi-task, meet deadlines, take initiative, and maintain confidentiality.
- Ability to work a flexible schedule, including evenings and weekends, and to travel, as required by position responsibilities.

LANGUAGE SKILLS:

- Excellent, effective English language abilities, both oral and written. Bilingual is a plus but not required.
- Strong interpersonal, written, and oral communication skills; public speaking/facilitation experience.

KNOWLEDGE, SKILLS AND ABILITIES:

- Self-management and Confidence
- Proficient in Salesforce, Microsoft Office Suite (Word, Excel, PowerPoint, and Outlook) or willingness to learn.
- Active Listening
- Sales Ambition and skills
- Marketing Knowledge
- Interpersonal Relationship Building
- Customer Service
- Organization
- Detail Oriented
- Goal Driven



Community Membership Lead, 2025

WORK SCHEDULE/CONDITIONS:

- This is a full-time exempt position.
- Ability to work a flexible schedule, including evenings and weekends, and to travel, as required by position responsibilities.
- Occasional evening or weekend work as the organization needs.
- Belief in the Girl Scout Mission with membership in Girl Scouting strongly encouraged.

SUPERVISORY RESPONSIBILITIES:

of Direct Staff Reports: 0

of Indirect Reports: TBD, based upon PT hourly recruiters engaged to attend events within the region

of Direct Volunteer Reports: Dependent on geographic region

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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