



**POSITION TITLE:** Membership Recruitment Manager  
**REPORTS TO:** Regional Director of Membership and Volunteer  
**FLSA STATUS:** Support Non-Exempt, Full Time

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### **POSITION SUMMARY**

A key member of the Membership Department, the Membership Recruitment Manager is responsible for developing and implementing recruitment strategies designed to raise awareness and generate interest in Girl Scouts, resulting in increased girl/adult membership in an assigned geographic area; recruits volunteers; assists in developing and implementing plans for membership extension in all markets; represents and extends Girl Scouting in the community through presentations, collaborative efforts, and networking.

### **ACCOUNTABILITIES**

- Establishes and maintains relationships with community organizations, educational institutions, corporations, faith-based organizations, and other community constituents.
- Contact's current and potential community partners to generate awareness of Girl Scouts and generate and nurture leads.
- Research market data, membership trends, and other pertinent information relevant to identify council's membership strategies.
- Plans and implements effective, lead generating, recruiting activities year-round.
- Recruits' volunteers to collaborate with girls in a variety of settings using traditional and non-traditional means.
- Develops and administers effective special short-term programs focused on recruitment of girls.
- Develops and administers effective virtual recruitment activities to generate leads.
- Plan and implement virtual programmatic events to target demographic areas to generate awareness of Girl Scouts and generate leads.
- Nurtures leads by communicating Girl Scout openings and placing girls into troops.
- Provides information and interpretation of council and GSUSA policies and program to reinforce the role of Girl Scouting.
- Ensures Girl Scouting is open to all girls and adults by delivering the Girl Scout message of pluralism and diversity to members of the council and the community.
- Works collaboratively with all Council departments to ensure council program and initiatives are successfully marketed to girl and adult membership.

## **ACCOUNTABILITIES - CONTINUED**

- Supports Council, regional, and functional efforts.
- In conjunction with Membership team, ensure that adults, volunteers, and girls are provided opportunities for a successful Girl Scout experience
- Other duties as assigned.

## **QUALIFICATIONS AND EDUCATION**

- Bachelor's degree preferred or equivalent work experience.
- Minimum of 2 years' experience in sales.
- Possess excellent organizational, written, and oral communication skills.
- Ability to maintain accurate records and data.
- Be self-motivated with proven interpersonal skills.
- Accepts and promotes the values of the Girl Scout Promise and Law.
- Models' behavior consistent with the principles of inclusiveness, the Girl Scout Mission, Promise and Law and the values of the Girl Scout organization.
- Be a role model for girls.
- Working knowledge of Salesforce and Windows Office products preferred.
- The ability to speak/write in Spanish.

## **SKILLS QUALIFICATIONS**

- Demonstrated ability to successfully manage multiple priorities, work independently, and meet deadlines.
- Strong human relations skills and have ability to collaborate well with people of diverse backgrounds.
- Ability to exercise good judgement.
- Excellent written and oral communication skills
- Excellent computer skills
- Solution driven with the ability to effectively problem solve.
- Ability to motivate others and encourage them toward the Girl Scout Leadership Experience
- Excellent leadership qualities which include the ability to collaborate, organize, and work effectively while using creativity in problem solving.
- Strong knowledge of marketing skills and/or willingness to become proficient.
- Skills in networking with internal and external stakeholders to bring awareness of the Girl Scout Program
- Ability to perform duties; however, not limited to; public speaking for large audiences, direct program delivery working with girl and adult members and be able to work in the outdoor elements.

## PHYSICAL REQUIREMENTS

- Work requires normal physical effort for primarily an office environment; minimal physical effort in handling of materials or boxes and tools or equipment of up to 25 pounds in non-strenuous work. Minimal periods of continual standing or walking may be required.

## HOURS AND TRAVEL

- Flexible schedule, including frequent nights and weekends.

### **Employee Role in Fund Development and Membership**

You are required to have an active role in the council's fund development and membership efforts, as set forth by the CEO.

In addition, as an employee, you are a representative of GSHG, and people form their impressions of the council, in part, based on their interaction with you. Every personal contact is with a current or potential donor to, or member of, the council and, thus, these impressions can influence their actions.

Employees also can play a more active role in fund development and membership by being alert to opportunities to identify potential new donors and volunteers.

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Employee Printed Name

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Employee Signature

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Date