



POSITION TITLE: Membership Manager

REPORTS TO: Regional Director of Membership and Volunteer Support

FLSA STATUS: Non-Exempt, Full-Time

POSITION SUMMARY

The Membership Manager is responsible for implementing and assessing a comprehensive year-round membership recruitment and retention growth strategy that increases girl and adult membership within an assigned geographic area. This position will serve as the primary point of contact for community volunteers, troops leaders, and families. The Membership Manager is responsible for meeting assigned girl and adult recruitment, renewal, and retention goals. The Membership Manager works collaboratively with other members of council staff to achieve the council's strategic plan.

ACCOUNTABILITIES

- Implements membership strategies to achieve the council's goals for girl and adult membership in the local area.
- Establishes and maintains relationships with community organizations, educational institutions, corporations, faith-based organizations, and other businesses.
- Plans and implements effective lead generating recruiting activities year-round
- Identifies the need for and provides timely problem solving and conflict resolution support and/or intervention when appropriate, to include face to face, phone, text, email, and social media communication methods.
- Partners with the Onboarding Manager to guide potential girl and adult members through the registration process and place new members into troops and/or volunteer roles.
- Analyzes and uses membership data to plan local recruitment tactics by continuously assessing the current membership state to identify opportunities for growth across assigned geographical area, with a focus on starting new troop experiences.
- Responsible for the implementation of the annual membership renewal process and meeting the retention goal in assigned geographical area.
- Attends monthly Service Unit meetings
- Recruits and provides on-going support to Service Unit volunteers.
- Establishes regular one-on-one meetings with Service Unit Managers.

Membership Manager

ACCOUNTABILITIES

- Provides high quality customer service to both internal and external customers through timely, responsive action related to tasks and cases assigned, phone and email communication and in-person meetings. Support the Girl Scout brand by using tools and resources designed to provide a smooth customer experience for both new and renewing volunteers and caregivers.
- Other duties as assigned.

QUALIFICATIONS AND EDUCATION

- Models' behavior consistent with the Girl Scout Mission, Promise and Law.
- Bachelor's Degree or a minimum of 2 years of experience in sales, communications, marketing, community relations, customer service, or related fields
- Demonstrated ability to plan, organize, and implement events.
- Possess excellent organizational, written, and oral communication skills.
- Initiative-taking with proven people skills
- Working knowledge of Salesforce and Windows Office products preferred
- Ability to work flexible, evening and weekend schedules as needed.
- Valid driver's license, use of a personal vehicle and proof of current insurance.
- Membership in the Girl Scout Movement.

Work Schedule

- **Albany Dream Lab**
 - Flexibility to work a variable schedule to include evenings, weekends, and some holidays. Occasionally, there are extended hours during peak seasons.
- **All other locations**
 - Flexibility to work evening and weekend schedules as needed.

PHYSICAL REQUIREMENTS

- Walking, standing, bending, stooping, reaching and moderate lifting (up to 30 pounds).
- Must be able to sit at a workstation and/or a computer screen for up to 2 hours at a time.
- Occasional exposure to seasonal weather conditions.

Membership Manager

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.

Employee Printed Name

Employee Signature

Date