



POSITION TITLE: Regional Director of Membership & Volunteer Support

REPORTS TO: Sr. Director of Membership & Volunteer Support

DIRECT REPORTS: Membership Managers and Youth Coordinator

FLSA STATUS: Exempt, Full Time

POSITION SUMMARY

The Regional Director of Membership is accountable for the comprehensive design, development, and implementation of plans to extend and deliver the Girl Scout programs within an assigned geographic area. The incumbent ensures that membership marketing system strategies are consistent with the philosophy of Girl Scouting as a membership organization and ensures the vitality and relevancy of Girl Scout program delivery systems for membership recruitment and retention. The Regional Director of Membership provides leadership for the Membership team for Historic Georgia.

She/he manages the work of the field function to ensure that administrative volunteers and employed staff comply with and support the council and GSUSA's philosophy, policies, procedures, standards, and business practices.

The Regional Director of Membership is responsible for the design, implementation, and evaluation of strategies to successfully recruit, retain and grow both girl and adult membership, incorporating "best practices" consistent with council objectives and GSUSA strategic priorities.

The Regional Director of Membership has budget accountability and functional responsibility for the Membership team.

The Regional Director of Membership manages the staff and activities of the Membership team to ensure the day-to-day operations are effective and contributing to the overall goals of the council. The Regional Director of Membership oversees grant compliance with respect to tactical actions and outcomes measurement. She/he contributes to overall policy development of the council.

MAJOR ACCOUNTABILITIES

- Develops and implements a comprehensive plan for girl and adult membership growth and retention, to ensure that Girl Scouting is available to all segments of the population within the assigned geographic area.
- Analyzes market data on demographics, membership trends, and other available information to design or revise membership strategies and to determine girl and adult membership needs.
- Provides direction and supervision to volunteers and employed staff in the development and implementation of a plan of work for assigned geographic areas; supervises membership staff in the recruitment, retention, and delivery of services to volunteers.
- Collaborates with Volunteer Development and Program to develop, schedule, and implement a year-round adult learning plan to meet the needs identified for adult operational volunteers in assigned geographic region.
- Supervises and manages the day-to-day schedule of the regional youth coordinator and ensures grant compliance is achieved.
- Works closely with Volunteer Development to ensure adult volunteers are recognized formally and informally throughout the year.
- Integrates the work of the membership unit to ensure consistent interpretation and delivery of the Girl Scout programs.

MAJOR ACCOUNTABILITIES

- Ensures that delivery systems reflect the identified needs and interests of girls and adult volunteers; researches the needs of girls and communities within the jurisdiction to assure that the Girl Scout program reflects identified needs and philosophy of Girl Scouting.
- Establishes and maintains contacts with community organizations and educational institutions to market Girl Scouting and to organize collaborative programs and/or financial contributions.
- Contributes to the development of and administers the membership team operating plan and budget to achieve the council's objectives. Maintains spending levels to planned levels.
- Builds relationships within the communities, increasing the visibility of Girl Scouting, setting up collaborations and partnerships for membership opportunities.
- Cultivates and maintains positive relationships in the communities to increase public support of Girl Scouting. Networks with community groups, businesses and works in concert with Fund Development and Community Relations to ensure the visibility of girl issues and Girl Scouting.
- Contributes to the overall council effectiveness by participating as necessary on special task forces and committees.
- Provides coaching, training, and developmental opportunities for the Membership team.
- Oversees the operational aspects of the Membership team assessing the effectiveness of processes and procedures and leading the team in lessons learned and best practice sharing. Ensures the staff members are organized and deployed appropriately to achieve successful results.
- Networks within the Girl Scouting Community and GSUSA to keep current on standards and best practices among councils.
- Networks in related professional organizations to maintain currency on trends in girl issues, state and national trends, and cutting-edge programs. Works to promote Girl Scouting as a Leadership Program in professional circles.
- Seeks and accepts opportunities for professional growth and development.
- Fulfills other duties as assigned by the Sr. Director of Membership.

QUALIFICATIONS

- Ability to model behavior consistent with the Principles of Inclusiveness and Girl Scout Mission, Promise, Law, and Values.
- Bachelor's degree preferred.
- Minimum of three years successful experience in management and supervisory positions, preferably in a not-for-profit community-based agency.
- Strong human relations skills.
- Proven skills in recruiting, developing, supervising, and motivating employed staff and volunteer personnel.
- Excellent organizational skills: ability to manage multiple projects simultaneously under pressure.
- Experience in identifying and working with local community organizations and other resources.
- Demonstrated skills in tactical planning, budget development and performance management.
- Proven ability to work with board-level volunteers.
- Excellent oral and written communication skills.
- Ability to produce reports and deliver professional presentations.
- Knowledge of the current Girl Scout Program or willingness and ability to learn.
- Willingness to work a flexible schedule (including some evenings and weekends) and travel primarily within an assigned geographic area.
- Current valid driver's license, proof of vehicle insurance, and vehicle availability.
- Desire to become an active participant in the Girl Scout Movement.

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.

In order to fulfill the job responsibilities as described, it is essential that the individual be able to:

- Develop innovative ideas into actionable plans.
- Supervise and communicate effectively with a professional staff in multiple locations across the council.
- Incorporate creativity and strategic learning in building a Membership team and in supporting GSHG.
- Communicate in person effectively with individuals and groups.
- Attend meetings in various locations and at various times (day, evening, 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.

Employee Printed Name

Employee Signature

Date