



GIRL SCOUTS—DAKOTA HORIZONS

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| Position Title: | Membership Development Specialist |
| Location: | Regional |
| Position Classification: | Full Time/Non-Exempt |
| Reports To: | Director of Membership Development |
| Approved By: | Chief Human Resources & Risk Officer |
| Direct Reports: | None |

Position Summary:

The Membership Development Specialist is responsible for implementing and executing comprehensive year-round recruitment plans, goals, and objectives for girl and volunteer membership growth and participation in assigned geographic area. Collaboratively works in harmony cross-functionally with other departments to provide customer care and support that ensures achievement of Council goals. Fosters community partnerships in order to implement Girl Scouting within an assigned area.

Major Accountabilities-Membership Recruitment

1. Responsible for collaborating with Director of Membership Development to understand the sales process and management of leads in order to help establish and subsequently meet or exceed an annual membership recruitment goal for girl and adult members within assigned geographic area.
2. Provides high quality customer service by answering inquiries by clarifying desired information, researching, locating and delivering findings.
3. Works on a cross functional team to determine and develop innovative techniques to ensure the effective delivery of the Girl Scout leadership experience.
4. Markets the Girl Scout value proposition through a variety of communication venues including in person, phone, and online.
5. Seeks opportunities to engage in and keeps in contact with community organizations, agencies and leaders, educators and faith-based institutions to increase awareness of and participation in Girl Scouting.
6. Researches market data, membership trends, and other pertinent information relevant to identify council's recruitment needs
7. Cultivates and develops opportunities to engage community organizations, agencies and leaders, educators, and faith-based institutions to increase awareness and participation.
8. Successfully works with cross-functional team to determine or develop innovative techniques to ensure the effective delivery of recruitment, renewal and conversion strategies
9. Ensures that recruitment strategies and plans are consistent with the philosophy and mission of Girl Scouting and the council's overarching strategies and initiatives
10. Researches and creates innovative ways to recruit and add a broader range of adult volunteers.
11. Supports work to understand and implement outreach and other tracks for girls to experience the GSLE in assigned geographic area.

12. Anticipate, prevent, and resolve conflicts while maintaining productive working relationships.
13. Learn & demonstrate sales skills and embrace tools and processes to support organization growth.

Major Accountabilities-Leadership

1. Actively and consistently demonstrates the Girl Scouts norms by holding self accountable for results, holding the whole, assuming good intent, taking in ideas without judgment, embracing conflict and disagreement, speaking truth in a constructive way with a goal for mutual resolution, and staying focused on our mission.
2. Demonstrates service excellence and positive interpersonal relations in dealing with others including staff, Board, and community members, so that productivity and positive relations are maximized.

Qualifications:

1. Bachelor's degree in related field such as education or sales or 3+ years of progressively responsible experience in outside sales, marketing, community relations, or demonstrated success working with volunteers or leading teams; and/or equivalent combination of education and experience
2. Demonstrated passion and enthusiasm for the Girl Scouts Mission as well as for customer advocacy. Strong sense of urgency and results-orientation are required
3. Exceptional written, verbal, listening and interpersonal skills with the ability to be diplomatic, persuasive, and build support and commitment
4. Proficiency in Microsoft Office products
5. Ability to work a flexible schedule that includes some travel, night and weekend hours as needed.
6. Valid driver's license with access to reliable personal transportation which is properly licensed and insured.
7. Actively and consistently demonstrate the Girl Scouts norms and culture.
8. Ability to maintain active, paid membership in GSUSA annually.
9. Ability to maintain regular and consistent attendance.

Working Conditions/Physical and Safety Requirements:

1. This position will work in normal business office environment conditions
2. Must be able to lift and carry up to 30 lbs
3. Must be able to successfully complete required pre-hire criminal background screening
4. Required to perform tasks while sitting at a desk, using normal hand dexterity on a regular basis. Mobility is required, including standing, moving about, and sitting

Employee Signature

Date

Manager Signature

Date

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed. This job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position.