

**Classification:** Full-Time, Exempt

**Reports To:** Local Team Coordinator / Manager / Director

### POSITION SUMMARY

The Membership Specialist works collaboratively with all facets of the membership team to implement effective recruitment strategies and to increase awareness and participation in Girl Scouting. This position attends a variety of recruiting events, and networking opportunities with community organizations, schools, educators, faith-based institutions and other community constituents. This position also provides membership support to new and existing members by providing ongoing training, assistance with registration and renewal, and developing and delivering resources to prepare volunteers to deliver the Girl Scout Leadership Experience.

### RESPONSIBILITIES

- Seek opportunities, cultivate and maintain relationships with community organizations, corporations, schools and educators, and faith-based institutions to increase awareness of and participation in Girl Scouting
- Prepare action plans and schedules to identify specific targets and to project the number of contacts to be made in order to meet membership goal
- Prepare a variety of status reports, including activity, follow-up, and adherence to goals
- Utilize council Customer Relationship Management system (CRM) to support pursuance of leads throughout the recruitment process
- Follow up on new leads and referrals resulting from field activity in a timely fashion
- Assist with enrolling and renewing girl and adult members.
- Assist with the implementation of a comprehensive plan to recruit and retain girl and adult members based on the analysis of Council and community data
- Convert membership enrollment leads into memberships; follow up on new leads and referrals resulting from field activity in a timely fashion
- Recruits, trains and mentors volunteers for the effective delivery of programs
- Monitors and provides support for problem solving and conflict resolution in a timely manner
- Clearly articulate expectations of participation for both girls and adults, including costs, time, outcomes and participation in product sales fundraising campaigns
- Work with cross-functional team to determine or develop innovative techniques to ensure the effective delivery of recruitment and member support strategies
- Facilitate a super troop, a community-based troop for girls who have no true placement yet.
- Provide member support and placement.
- Serve as a subject matter expert for one or more membership topics, which may include but not be limited to: troop travel, specific membership campaigns and / or GSUSA initiatives, volunteer appreciation, etc.
- Interpret and promote Girl Scouting in the community to enhance the understanding and appreciation of Girl Scout program benefits, foster interest in volunteer service, increase visibility and support girl and adult members
- Ensure Girl Scouting is open to all girls and adults by delivering the Girl Scout message of pluralism and diversity that contributes to the cultural competence to all members of the Council
- Responsible for learning and staying abreast of current information regarding Girl Scouts, GSSOAZ and our products and offerings

- Demonstrate and promote a climate of courtesy and professionalism to coworkers, the volunteers served by the Council, and others with whom their job puts them in contact
- Promote and assist with Council wide programs, activities, and fund development endeavors
- Enter data into Council CRM tool and adhere to Council procedures and policies regarding documenting membership interactions, maintaining confidentiality and completing tasks
- Attend trainings and meetings as required, some of which may be off-site
- Prepare and submit yearly, quarterly, monthly and weekly electronic reports
- Maintain files in an organized and up-to-date manner; adhere to Council document storage guidelines
- Perform job duties in accordance with the Safety and Risk Management Plan
- Beyond the description listed above, your skills will be utilized to best benefit the mission of the organization

## QUALIFICATIONS

- Bachelor's degree OR equivalent combinations of education, training, and/or experience that provide the required knowledge, skills and abilities to perform the responsibilities of the position
- Two years of sales or recruiting experience with a proven ability to meet/exceed goals
- Preference of experience with membership sales and/or volunteer recruitment
- Willingness and ability to work nights and weekends with majority of time spent outside the office travelling to meetings with potential members and community partners
- Proven ability to exercise initiative, independent judgment and common sense in determining priorities and carrying out essential tasks
- Belief in the mission of Girl Scouts and ability to communicate and model the mission to others
- Previous Girl Scout experience and knowledge welcomed; not required.
- Previous work experience in a non-profit or youth services environment welcomed; not required.
- Ability to work effectively with people of diverse racial, ethnic and economic backgrounds and promote an inclusive environment
- Excellent verbal and written communication skills
- Flexible and able to problem solve and self-direct
- Capable of working under pressure and handling multiple demands/heavy volume
- Ability to work a flexible schedule that may include evenings and weekends, occasional overnights and ability to travel as job requires
- Ability to lift up to 25 lbs. regularly, up to 50 lbs. occasionally, sit, bend and reach, throughout the shift and be active in supporting programs and events
- Willingness to work in a flexible work environment, including satellite property, offsite from home office, public spaces or other location as the job requires
- Possess the character, skills, and ability to be a positive role model for girls and adults.
- Bilingual (English/Spanish) highly desirable
- Ability to successfully pass a Background Check and/or obtain an Arizona Fingerprint Card
- Daily access to automobile in working condition or adequate alternative transportation. Proof of meeting Arizona State requirements regarding auto licensing, driver's license, and liability insurance, if applicable

**Each employee has the responsibility for actively supporting and promoting the Council's commitment to diversity and for developing the Council resources through increased membership, strengthening community connections, serving girls and fund development.**

I acknowledge that I have received and reviewed the job description and am able to perform the essential duties of the position.

Print Employee Name

AA/EEO

Employee Signature

Girl Scouts of Southern Arizona

Date

January 2023