

Position Title:	Girl and Adult Recruitment Associate	Date:	September 2022
Department:	Membership and Retention	Supervisor:	Director of Membership and Retention
Location:	Seton	FLSA Status:	Exempt

I. Position Objective: Describe the purpose of this position. This is a brief explanation as to why the position exists in the organization.

The Girl and Adult Recruitment Associate ensures a Girl Scout presence and introduces the Girl Scout experience in their assigned territory. With a focus on recruitment in their assigned area, this position is responsible for analyzing data related to their assigned territory and implementing recruitment tactics to achieve girl and adult membership goals.

As a subject matter expert in the Girl Scout Leadership Experience, the Girl and Adult Recruitment Associate regularly attends community events and activities, establishes, and supports partnerships, assists in the onboarding process of new girls, adults, and volunteers, and ensures new members and their families have an exceptional Girl Scout experience. Additionally, the Girl and Adult Recruitment Associate is responsible for engaging and cultivating community support for all Girl Scout experiences to achieve strategic goals and objectives.

This position is full-time and works outside of the office 60% of the time and in an office setting 40% of the time. The hours of this position are mainly early afternoon through early evening, a few weekend hours a month, and requires frequent travel.

II. Key Duties and Responsibilities: These are the essential functions of the job.

- In partnership with the Director of Membership and Retention, design and implement a comprehensive plan for girl and adult membership growth by researching market data, membership trends, and other pertinent information in order to meet goals for assigned territory within approved council goals, objectives, and safety standards.
- Responsible for recruiting girls and adult volunteer participation through community cultivation, nurturing leads, and facilitating recruitment events.
- Responsible for converting member leads and placing girls and volunteers in appropriate engagement Girl Scout experiences.
- Plan, support, and execute grassroots recruitment events and tactics, resulting in new girl and volunteer membership growth for assigned territory.
- Provide ongoing stellar customer service to new troop leaders and administrative volunteers via phone, email, and necessary in-person meetings, events, and training opportunities.
- Recruit new girl members, with a concentrated focus on the K-3 grade market.
- Recruit new adult volunteers to serve in volunteer roles.
- Seek opportunities and foster relationships with community organizations, schools, educators, and faith-based institutions to increase awareness and promote the benefits of Girl Scouting in effort to positivity impact membership growth.
- Coordinate speaking engagements/presentations at community organizations, faith-based organizations, and schools as a means of reaching potential girl and adult members with the Girl Scout message.
- Adhere to internal documented processes for recruitment events, lead generation, record keeping, and member registration.
- Secure, train, and support recruitment volunteers within assigned territory.
- Partner with Membership and Retention Team members to develop and carry-out innovative membership recruitment efforts.
- Work with Member Experience Associates in assigned territory and the leadership of the Membership and Retention team to determine and address gaps in lead generation, conversion, and member support.
- Utilize Girl Scouts of Central Maryland's Customer Relationship Management System (i.e., Salesforce) to provide professional, quality customer service to members, volunteers, staff, and partners, as well as document interactions and communications.
- Play an active role on the Membership and Retention Team; participate in membership and volunteer support focus groups, projects, and task teams, as assigned.
- Promote the Girl Scout Mission and Girl Scouts of Central Maryland's priorities and vision.
- Perform additional duties as assigned to assist in the fulfillment of the council's mission and goals.

III. Skills/Experience/Knowledge Required: Describe the specific skills, occupational knowledge, information background, and understanding the employee must have to do the work successfully.

- Associate's or Bachelor's degree in related field or minimum one (1) year of equivalent experience in the field of membership recruitment, management, support, and/or retention.
- Possess an enthusiastic, energetic, and forward-thinking attitude.
- A self-starter who is result driven and can work independently with minimal oversight, multitask, take initiative, stay organized, and prioritize work while managing multiple deadlines and goals in a fast-paced environment.
- Strong ability to connect with people of diverse backgrounds and establish rapport with others at all organizational levels.
- Demonstrated ability to use sound judgment and apply critical thinking skills when making decisions and navigating conflict; capability to be creative in troubleshooting and resolving technical issues.
- Strong written and verbal communication skills, proven marketing/public speaking skills preferred.
- Proficient in the use of Microsoft Office; experience with Customer Relationship Management (CRM) or database systems, preferred.
- Knowledge of Girl Scout mission and the Girl Scout Leadership Experience, helpful, however, not required.
- Must be able to work a varied, flexible schedule, including frequent evenings and occasional weekends, as well as be willing to travel throughout assigned territory.
- Valid driver's license and access to motor vehicle, necessary to carry out responsibilities.
- Ability to lift 30 pounds and stand and sit for extended periods of time.
- Must subscribe to the principles of the Girl Scout Movement and become a registered member of Girl Scouts of the United States of America (GSUSA).