

Position Title:	Member Experience Associate	Date:	September 2022
Department:	Membership and Retention	Supervisor:	Associate Director of Membership & 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 Member Experience Associate is the primary support to the volunteers, girls, and families in their assigned territory. With a focus on retention and renewal in their assigned area, this position is responsible for analyzing data related to their assigned territory and implementing retention tactics to achieve girl and adult membership goals.

As a subject matter expert in the Girl Scout Leadership Experience and member support, the Member Experience Associate regularly attends volunteer meetings, facilitates adult learning experiences, assists in mediating conflict, and ensures sound volunteer management, engagement, and appreciation. Additionally, the Member Experience Associate is responsible for engaging and cultivating community support for all Girl Scout programs to achieve strategic goals and objectives.

This position is full-time and works outside of the office 40% of the time and in an office setting 60% 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 Associate Director of Membership and Retention, design and implement a comprehensive plan for girl and adult membership growth and retention 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 retaining girls and adult volunteer participation through community cultivation, nurturing, and supporting volunteers and families throughout their Girl Scout experience.
- Responsible for placing girls and volunteers in appropriate Girl Scout experiences.
- In partnership with volunteers, plan, support and execute grassroots recruitment events and tactics, resulting in new girl and volunteer membership growth for assigned territory.
- Build and foster engaged relationships with current and future volunteers; cultivate collaborations between troops and local administrative volunteers.
- Provide ongoing stellar customer service between troop level volunteers and administrative volunteers via phone, email, and necessary in-person meetings, events, and training opportunities.
- Ensure a robust member experience by providing continual, timely support to girls and families who participate in Girl Scout troops, groups, and independent Girl Scout experiences.
- In collaboration with key administrative volunteers, own the troop leader experience in assigned territory, including sound volunteer onboarding; volunteer learning; communication; consistent delivery of the Girl Scout Leadership Experience; recognition/appreciation; and family engagement.
- Interpret the Girl Scout Leadership Experience, *Volunteer Essentials*, council policies and procedures, and safety protocols to act as a primary expert in all areas of the troop experience and volunteer administration for the effective delivery of the Girl Scout Leadership Experience.
- Support assigned troop and administrative volunteer leadership in the program aspect of the annual Product Sale Program campaigns with the goal of promoting a high level of girl and troop participation.
- Adhere to internal documented processes for recruitment events, lead generation, record keeping, and member registration.
- 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 fulfilment 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 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).