Immediate Openings

Member Experience Associates (3)

GSCM has opportunities for individuals that are passionate about assisting our members and volunteers in several geographical areas:

Anne Arundel, Carrol and Harford

POSITION SUMMARY

The Member Experience Associate is the primary support to the volunteers, girls, and families in their assigned territory. With a focus on membership, retention, and renewal in their assigned area, this position is responsible for analyzing data related to their assigned territory and implementing recruitment and 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 position requires frequent travel, evening work, and occasional weekend responsibilities.

POSITION PRIMARY RESPONSIBILITIES

- Research market data, membership trends, and other pertinent information in order to meet goals for assigned territory in order to design and implement a comprehensive plan for girl and adult membership growth
- Secure new girls and adult volunteer participation through community cultivation, generation and nurturing of leads; convert qualified leads to members; and place girls and volunteers.
- 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 Service Units.
- Provide ongoing stellar customer service to troop leaders and administrative volunteers through 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 in assigned area; engage not only girls/families participating in the troop participation option, but also girls and their families who are independent Girl Scouts.
- 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 GSLE; 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 and service unit 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 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 fulfillment of the council’s mission and goals.

**POSITION REQUIREMENTS**

• Associates or Bachelors’ 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 trouble-shooting 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 a 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).

For immediate consideration, please email your cover letter and resume to:

jobs@gscm.org