



Community Engagement Manager

Imagine having the opportunity to create a meaningful employment experience, one that is mission based, meets your career goals and your desire to do socially responsible work. A career where you are a member of a vibrant, inclusive movement dedicated to making the world a better place by teaching all girls leadership skills. What type of organization would you choose? For more than 100 years, the Girl Scouts of the Commonwealth of Virginia (GSCV) has helped girls develop the skills and confidence they need to succeed in every area of life. In Girl Scouts, girls learn what it takes to be a leader. The leadership development program for girls is based on the Girl Scout Leadership Experience model, which allows girls to discover a positive value system and a strong sense of self, connect with others, build healthy relationships, identify causes that are meaningful, and take action to make the world a better place.

GSCV is adding a Community Engagement Manager to the dynamic team. Community Engagement Managers are the front line in recruitment and engagement of new and returning girls and adults. This position plays a critical role in direct support to volunteers and cultivation of Girl Scout awareness in a geographical area. This position develops and executes a recruitment plan and support strategies using data-driven practices. A successful candidate brings experience in marketing, community cultivation, a history of achievement of goals, interpersonal skills, data management and analysis experience and a willingness to work a flexible schedule including weekends and evenings. Experience in sales, marketing, education, a membership-based or youth-serving organization is a plus.

For full description and application, see the employment section of our website at <http://www.comgirlscouts.org>. Please email application, cover letter, and resume to hr@comgirlscouts.org.

Girl Scouts of the Commonwealth of Virginia does not discriminate on the basis of race, color, creed, religion, gender, age, disability, national origin, citizenship, marital status, genetic information, sexual orientation, or any other legally protected status. GSCV supports affirmative action in all aspects of employment and will make reasonable accommodations for physical and mental limitations of applicants when necessary.



Job Title: Community Engagement Manager
Department: Membership
Reports To: Regional Membership Director



Council Overview

Girl Scouts of the Commonwealth of Virginia serves over 7,000 girls with 4,000 adult volunteer members. Girl Scouts is the world's preeminent leadership development organization for girls, building girls of courage, confidence, and character, who make the world a better place.

Job Summary

The Community Engagement Manager is responsible for developing and executing effective strategies to increase participation and retention of both girls and adult volunteers in Girl Scouting. By overseeing the entire membership cycle, the Community Engagement Manager will engage in new member recruitment and engagement, direct volunteer support, and cultivation of Girl Scout awareness in an assigned geographic area. She/he will foster volunteer effectiveness and satisfaction, thereby positively impacting the girl and volunteer experience, which further drives increases in recruitment and retention.

The Community Engagement Manager will be responsible for developing and implementing an annual recruitment plan as well as an annual volunteer support plan. The ideal candidate has had success in sales, marketing, networking, and delivering presentations, ensuring that Girl Scouts of the Commonwealth of Virginia's recruitment and volunteer support activities are fun and successful with varied target audiences and across multiple venues. The Community Engagement Manager will serve both as a team member and collaborator on various cross-functional teams, ensuring coordination of council-wide recruitment campaigns. Exceptional communication skills and ability to use data to drive decision making are a must.

Essential Duties and Responsibilities

1. Supports success in achieving the council's goals for girl and adult membership recruitment and retention through designing and implementing recruitment and volunteer support strategies in assigned areas. Is accountable for recruitment and retention goals within an assigned area.
2. Designs and implements a comprehensive, information-driven recruitment plan for girl and adult membership growth in targeted areas by researching market data, membership trends, and other pertinent information relevant to designated geographic areas. Partners with the service unit to achieve girl and adult recruitment goals.
3. Seeks new opportunities and maintains relationships with community organizations, agencies and leaders, educators and faith-based institutions to increase awareness of and participation in Girl Scouting.
4. Establishes the appropriate volunteer support team to meet goals and support the Council's success by recruiting, selecting, appointing, and supervising service unit volunteers in assigned geographic areas to ensure delivery of program and services to girls.
5. Serves as the main point of contact for service unit volunteers and acts as a broker to distribute information to council staff and to guide volunteers to additional support services and resources.
6. Keeps current on product program information and supports training and messaging that is provided to service unit volunteers. Provides product program team with essential service unit information to support product program.
7. Identifies the need for and provides timely problem solving and conflict resolution support/intervention when appropriate.
8. Ensures timely, thorough, and accurate recording of job-appropriate data in database.
9. Uses data effectively to improve their and the Council's ability to achieve results and measure outcomes. This includes the daily use of data dashboards, reviewing lists and summaries, identifying patterns, drawing conclusions, and reporting your analysis to others. Includes ensuring familiarity with the data available;

knowledge of the goals of the department/program; understanding the needs of the clients/audiences; and willingness to explore creative approaches to using data.

10. Navigates database software to find records, sort, review, edit, print, and other appropriate functions. Leverages built-in forms and reports to increase work efficiency and effectiveness. Writes queries and reports using available tools.
11. Negotiates mutually beneficial agreements and partnerships with a variety of organizations.
12. Supports office management operation.
13. Provides and ensures professional, superior customer service is provided to all internal and external customers.
14. Represents Girl Scouts and acts as a brand ambassador.

Experience and Skills:

To perform this position successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required.

- Bachelor's degree (or equivalent experience) highly preferred.
- Willingness to work a flexible schedule including evenings and weekends.
- Professional oral and written communication skills (i.e. in person, verbal, written, phone, and/or via other electronic media); expresses ideas and facts in a clear and understandable manner appropriate for the individual or group; listens to and comprehends what others are saying. Prepares organized and structured presentations; has demonstrated ability to work with a wide range of sensitive and confidential issues and communicate effectively with a diverse group of girls, volunteers, and staff.
- Interpersonal Relations - establishes rapport with others at all organizational levels; respects others; considers and responds to the needs, feelings, and capabilities of others; establishes and maintains an open dialogue with others; has demonstrated ability to market the Girl Scout value proposition through a variety of communication venues including in person, phone, and online.
- Experience in sales and/or member recruitment including retail, member organizations or others.
- Experience and success in public speaking and facilitation.
- Technical computer skills in Microsoft Office including Word, Excel, Outlook, and Customer Relationship Management systems.
- Track record of data driven decision-making.
- Strong data management, data analysis and data application skills to inform day-to-day tactical tasks and longer-term strategy and planning.
- Proven ability to navigate database software; comfortable working within database system to retrieve information required for analysis.
- Completes tasks thoroughly with an eye for detail and attention to accuracy.
- Preferred experience with Salesforce and/or an ability to quickly learn new technologies.
- Have daily access to dependable transportation, valid driver's license, compliance with the council's policy of automobile insurance limits, and a driving record that meets the requirements for coverage of the council's business auto insurance carrier.
- Possess a positive attitude with strong work ethic, integrity, honesty, and flexibility to adapt and thrive in an ever changing/fast-paced environment.
- Sensitivity to employee diversity in the workplace. Practice pluralism and be inclusive.
- Contribute to the success of work teams by sharing relevant information, encouraging open dialogue, respecting other team members, supporting collaboration, encouraging ongoing self-assessment and supporting new ideas and ways for achieving goals and objectives.