Job Title: (Membership) Recruitment Specialist  
Department: Membership Recruitment & Placement  
Reports To: Senior Director of Membership Recruitment & Placement

Council Overview  
Girl Scouts of the Commonwealth of Virginia serves almost 11,000 girls and 5,700 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 Membership Recruitment Specialist is responsible for developing and executing effective recruiting strategies to increase awareness and participation in Girl Scouting through a variety of in person meetings, presentations, and networking opportunities with community organizations, corporations, schools, educators, faith-based intuitions and other community constituents. She/he is responsible for securing girl and adult volunteer participation and community partnerships through community cultivation, lead generation, and follow-up.

Essential Duties and Responsibilities

1. Assists in achieving the council’s corporate goals for girl and adult membership through developing and implementing membership strategies in assigned areas.
   - Designs and/or implements a comprehensive 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.
   - Implements membership recruiting marketing strategies outlined in the council’s strategic plan, annual business plan and/or other council goals through cultivation and organization of communities to generate increased girl and volunteer leads.
   - Prepares action plans and schedules to identify specific targets and to project the number of contacts to be made in order to meet membership goal. Prepares a variety of status reports, including activity, follow-up, and adherence to goals.
   - Utilizes Girl Scouts customer relationship management system to support pursuance of leads throughout the recruitment process.
   - Seeks opportunities and keeps in contact with community organizations, corporations, schools and educators, and faith-based institutions to increase awareness of and participation in Girl Scouting.
   - Cultivates relationships with appropriate community leaders, organizations, and businesses to support recruitment efforts within targeted areas to positively impact membership growth.
   - Ensures Girl Scouting is open to all girls and adults by delivering the Girl Scouts message of pluralism and diversity to members of the council.
   - Follows up on new leads and referrals resulting from field activity in a timely fashion.

2. Works interdepartmentally to ensure Council goals are met.
   - Works with cross-functional team to determine or develop innovative techniques to ensure the effective delivery of recruitment strategies.
   - Promotes and assists with Council wide programs, activities, public relations and fund development endeavors including United Way.
• Assists with the identification of council delegates.

**Competencies and areas of expertise may include:**

• **Self-management and Confidence** - Assesses own skills and abilities and identifies areas for improvement; willingly accepts constructive feedback; seeks developmental opportunities; sets and achieves goals; works independently. Demonstrated confidence to prepare for conversations and visits with potential members/customers by gathering key information and setting strong objectives to achieve successful outcome.

• **Active Listening** - Ability to skillfully use a variety of questions and other active listening techniques to promote a robust discussion with members/customers and identify needs.

• **Marketing Knowledge** – Has demonstrated knowledge of the basic principles of marketing (for example, market identification and segmentation, interpretation and use of market data). Demonstrates comfort in presenting the value behind solutions in a way that resonates with what is most important to the potential members/customers of the organization.

• **Sales Ambition and Drive** – Understands the sales process and management of leads. Sets ambitious goals and energetically and confidently drives to achieve those goals. Recognizes opportunities to “close” and has demonstrated ability to ask for the business/customer transaction. A self-starter who can work independently with minimal oversight and take initiative; is flexible, adaptable, self-managed, organized, and has a strong attention to detail.

• **Oral and Written Communication abilities** (i.e. In person, verbal, written, and/or phone); 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, with particular emphasis on in person communication in one-to-one, small group, and large group settings.

• **Marketing Skill** - Attracts support for the Girl Scout program, its key messages, and products, by promoting visibility and credibility of Girl Scouts in the community and to girls; identifies, seeks to understand, and influences the local market for Girl Scouting; effectively promotes Girl Scout program and products (for example, creates, plans, and implements sales campaigns).

• **Networking** - Maintains and fosters contacts inside and/or outside the council to gather information, receive support, and solve problems; actively maintains a presence in Girl Scout activities, professional and community organizations, and in the workplace; builds new relationships and collaborations with community members (for example, vendors and business partners) to help address Girl Scouting goals, promote visibility, and cultivate membership.

• **Excellent technical computer skills in Microsoft Office including Word, Excel, Outlook, customer relationship management systems, and social networking**

**Girl Scout Core Competencies:**

The competencies listed below are core to the Girl Scout movement:

**Empathy, with colleagues and customers** a successful member of the Girl Scout team approaches other with a service mindset, offers humility and inspires trust, takes time with people and is a good listener, and overall offers respect and kindness to all.
**Possibility Thinking** staff members approach challenges with curiosity, shows enthusiasm, explores alternatives before acting, takes on challenging tasks and sees opportunity in ambiguity, change and transition.

**Innovation** core to Girl Scouting staff must think in unique and independent ways, pursue standards of excellence, learn from risk taking and failure, and embrace new ideas from everywhere and everyone.

**Courageous Leadership**, of self and others staff work for the good of the whole, work collaboratively at all times, model assertive behaviors: bold, confident, respectful, empower others and distributes decision making, promotes honest communication and passionate debate, and maintains personal integrity.