



Membership & Troop Recruitment Specialist

Imagine joining a group of individuals – each with their own unique skills and passions, but united by a common purpose. Imagine yourself at Girl Scouts!

Our Mission. Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Girl Scouts of California's Central Coast (GSCCC) is chartered by Girl Scouts of the USA to provide Girl Scouting in the counties of Santa Cruz, Monterey, San Benito, San Luis Obispo, Santa Barbara and Ventura Counties.

Girl Scouts of California's Central Coast is seeking career professionals committed to making a difference. Working with Girl Scouts – an organization with a solid history and a growing future – means working to your fullest potential in a dynamic and diverse environment.

Title:	Membership & Troop Recruitment Specialist
Hourly Rate:	\$21.00 per hour
FLSA Status:	Non-Exempt
Revision Date:	August, 2023
Department:	Membership
Reports to:	Senior Director of Membership
Location(s):	San Luis Obispo

General Summary:

The Membership & Troop 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 and/or meetings, presentations, and networking opportunities with community organizations, corporations, schools, educators, faith-based intuitions, and other community constituents. Successfully converts leads of interested individuals into registered girl and adult members and then seeks to place them within Troops or to create new Troops. She/he is responsible for securing girl and adult volunteer participation and community partnerships through community cultivation, lead generation, and follow-up. She/he works cross-functionally to meet membership retention goals as well.

Job Requirements:

- Guide potential adult and girl members on the Salesforce pipeline through conversion by phone calls, emails, etc.
- Cold Calling
- Follows up on new leads and referrals resulting from field activity in a timely fashion.
- Coordinate the placement of registered girls into appropriate troops. Assist in the running of virtual and/or in person Friendship Troops and Troop Building events
- Coordinate the placement of registered adults into appropriate volunteer roles.
- Assist registered adults through the Criminal Background Check process.
- Works with cross-functional team to determine or develop innovative techniques to ensure the effective delivery of recruitment strategies.
- Works collaboratively with all Council departments to ensure council program and initiatives are successfully marketed to girl and adult membership.
- Provide professional, superior customer service to all internal and external customers, members, volunteers, staff and other community contacts in person, electronically and by phone.
- Active participation in the development of environments that foster diversity, equity, inclusion, and access through words, actions, and attitude.
- Assists in planning and implementing 4 major recruitment events a year that can be duplicated council wide.
- Actively searches out small local events that would be good opportunity for a recruitment booth
- Staffs Recruitment Booth at local events, special Council events, Open Houses, school events, community events, and other locations as found. Responsible to travel to event with all equipment, set up booth, decorate booth, and connect with community members – girls and adults – to recruit new members and add interested individuals to the pipeline.
- Participates in call campaigns to attract and secure new girl members and adult volunteers
- 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 of California's Central Coast's customer relationship management system to support pursuance of leads throughout the recruitment process.
- Assists with the identification of Direct Volunteers to support development and delivery of council, Service Unit, and troop-level programs.
- Assists with the identification of Indirect Volunteers to serve in Service Unit, regional, and council-wide positions.
- Works interdepartmentally to ensure Council goals are met.
- Promotes and assists with Council-wide programs, activities, public relations and fund development events.
- 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 Scout message of pluralism and diversity to members of the council.
- Support Retail daily when customers come in
- Support Program when schedule allows
- Assists with Product Program Fall and Cookies
- Performs other duties as necessary or assigned.

Qualifications:

- Bachelor's degree or equivalent experience such as membership development, recruitment and/or retention of girls and adult members.
- Bilingual (Spanish) is preferred
- Understands the sales process and management of leads. Sets ambitious goals and energetically and confidently drives to achieve those goals.
- Strong computer and data entry skills – Microsoft Office proficient
- 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.

Cultural Competencies: Girl Scouts of California's Central Coast is committed to a culture that fosters a workplace that is open and inviting to our staff and members. We at Girl Scouts of California's Central Coast live by the following Guiding Principles. Specific skills and competencies related to each of our Guiding Principles is in a separate "Cultural Competencies" document. We expect all members of our staff to embody and develop these competencies.

- **Communicate with compassion:** be open, honest, respectful, clear, direct, and timely.
- **Innovate through change:** be proactive, agile, and responsive.
- **Work with purpose:** be intentional and visionary.

- **Embrace our community:** be supportive, empathetic, collaborative, and appreciative.
- **Be accountable:** own it.
- **Make each day FUNomenal:** we can do it!

Requirements:

- Weekends are mandatory
- Ability to occasionally work more than assigned work schedule.
- Ability to work a flexible schedule, including evenings and weekends. Some overnight travel is required.
- Ability to have daily access to reliable personal transportation for work.
- Ability to travel in a car as a driver or a passenger for long periods.
- Ability to lift, push or pull up to 25 lbs., including lifting that weight in and out of a vehicle truck and similar tasks.
- Ability to stand for extended periods of time, bend and squat, and to walk over rough ground.
- Ability to sit and work at a computer display for extended periods.
- Must successfully complete a criminal history background check.
- Maintain throughout employment a valid CA driver's license and insured vehicle in good working order. Must provide a DMV printout and proof of insurance.

GSCCC is an Equal Opportunity Employer committed to diversity.