

Job Title:	Membership Recruiting Specialist	Department:	Membership
Reports To:	Membership Development Manager	FLSA Status:	Non-exempt
Supervises:	None	Role Type:	Hybrid
Work Schedule:	Regular Work Week which may include Saturday and occasional Sunday and evening assignments	Status:	Full-Time

NATURE AND SCOPE OF POSITION

The Membership Recruiting Specialist (MRS) is responsible for recruiting new and retaining existing girl and adult members and promoting the positive brand and image of Girl Scouts (GS) and the GS Louisiana East Council (Council) within assigned geographical areas using a variety of outreach techniques. This position also engages in effective strategies to generate awareness and increase interest in participating in Girl Scouting through support of Council initiatives and department and individual goals.

PRIMARY QUALIFICATIONS

Education:	<ul style="list-style-type: none"> • An Associate’s degree in Marketing, Public Relations, Communications or related field required. • A Bachelors degree is preferred.
Work Experience:	<ul style="list-style-type: none"> • A minimum of three (3) years of experience in sales, lead generation, recruitment, marketing, or a related role is required. • A minimum of three (3) years of customer service or related role experience is required. • Experience working in a non-profit, youth, or community-service environment is preferred. • Experience working with volunteers is a plus.
Certifications:	<ul style="list-style-type: none"> • None required.
Special Skills and Competencies:	<ul style="list-style-type: none"> • Must perform at an intermediate level or above with Microsoft Office products (e.g. Outlook, Word, Excel, Power Point). • Must be computer literate with, or have the ability to learn, customer relations management (CRM) software (e.g. Salesforce, Looker), or other programs at a satisfactory level. • Must have the ability to create and deliver presentations to small and large groups utilizing effective persuasive, public speaking skills. • Must possess: <ul style="list-style-type: none"> ○ A passion for working in a non-profit environment with youth and the public. ○ Emotional maturity with a willingness to work independently and as a team player. ○ The ability to communicate effectively verbally and in writing with diverse individuals and groups. ○ The ability to maintain confidentiality. ○ The ability to maintain a positive, collaborative attitude. ○ The ability to problem-solve in a fair and diplomatic manner. ○ Willingness to maintain flexibility in assignments.
Other Requirements:	<ul style="list-style-type: none"> • Valid, unencumbered driver’s license and proof of vehicle insurance is required. • May require overtime as directed. • Personal membership in Girl Scouts of the USA (GSUSA) is required. • The ability to travel to and work at the GS DreamLab, GSLE Camp locations, and any other venue where GS activities are conducted.

JOB FUNCTIONS

Essential Duties:

- Implement strategies using established contacts and networks, sales, and marketing expertise to strategically identify prospects, make effective presentations and utilize creative ways to increase girl and adult membership in targeted areas.
- Evaluate results of campaigns and plans by analyzing information including but not limited to campaign results, conversion rates, demographic data to improve future marketing strategies and initiatives.
 - Participate cross-functionally to determine or develop innovative techniques to ensure the effective delivery of recruitment and retention strategies.
 - Analyze market data on a local, regional, or national level identifying gaps and recommending solutions/options.

Essential Duties continued:

- Utilize the GS CRM to support pursuance of leads throughout the recruitment process by documenting all communications and interactions with volunteers and community members.
 - Follow up on new leads and referrals in a timely fashion.
 - Cultivate and maintain positive relationships with community organizations, agencies and leaders, educators, and faith-based institutions.
- Assist with the identification of Council delegates for annual meetings and perform relevant meeting duties (e.g. registration, training).
- Efficiently and accurately perform and prioritize duties related to scheduling events; interpreting, preparing, and completing reports; preparing and distributing marketing materials to ensure deadlines are met.
- Mentor adult volunteers who work in assigned program-grade level area (K-12) to ensure delivery of programs and appropriate service to girls.
- Promote and assist with Council-wide programs, activities, public relations, and fund development endeavors.
- Maintain availability and flexibility to perform duties remotely and when assigned, on location at the GS DreamLab.
- Actively participate in cross-training assignments as directed.
- Perform duties utilizing available resources and regularly search for new methods of delivering results for maximum impact.
- Interact with and solicit feedback from supervisor often for purposes of growth, development and to ensure membership and Council initiatives are clearly understood in performance of assigned duties. Maintain open communication with supervisor.

Other Duties:

- Represent the Council professionally, to both internal and external audiences, and provide courteous and prompt service to all internal and external parties, donors, members, volunteers, staff, and other community contacts.
- Support, comply with and adhere to all GS and Council policies in a professional manner, independently and with minimal oversight.
- Assist in achieving department initiatives and Council goals through effective and efficient performance of assigned duties and by collaborating cross-functionally as appropriate or directed.
- Perform other duties as assigned.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. Requirements include but are not limited to:

- Sit or stand for periods up to five (5) hours,
- Moderate levels of standing, walking, using hands to finger motions, stooping, kneeling, crouching, or crawling,
- Communicate effectively orally and in writing,
- Vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to focus.
- Hand/eye coordination skills are essential because a significant amount of physical activity is required.
- Must occasionally lift and/or move boxes, materials, and products up to 35 lbs. without assistance.

Work Environment: The work environment characteristics described here are representative of those that must be met by an employee to perform the essential functions of this job successfully with or without reasonable accommodations.

- Typical business/office operation and retail sales environment.
- Consists of typical indoor and occasional exposure to outdoor weather conditions.
- The noise level in the work environment is usually moderate.

Girl Scouts Louisiana East is an Equal Employment Opportunity organization.