



Job Title:	Recruiter (Girl and Adult) - Membership
Reports To:	Recruitment Lead
Status:	Non-Exempt
Grade:	9
Work Location:	Southlake/Wichita Falls
Last Update:	September 10, 2018

---

### **Position Summary – (Recruiting Girls/Adults Membership)**

The Recruiter (Girl and Adult) is responsible for developing and executing effective recruitment strategies, to increase awareness of Girl Scouting, converting prospective members, and retaining registered members participation in Girl Scouting. She/he is also responsible for generating and/or converting leads to meet recruitment goals and increase overall adult and girl membership growth by securing new adult volunteers, new girl members and community partnerships to implement Girl Scouting within an assigned area.

### **Essential Duties and Responsibilities**

1. Designs and or implements a comprehensive plan for girl and adult membership growth in targeted areas to meet the council's strategic goals.
2. Responsible for implementing year-round recruitment strategy with a focus on an increase in new membership through enlisting adults and girls, securing troop leaders, and other volunteers to support and deliver the Girl Scout Leadership Experience.
3. Implements membership recruiting marketing strategies outlined in the council's strategic plan, annual business plan and/or other council goals primarily through phone and written follow-up contacts with prospective members and community partners.
4. Prepares and schedules action plans to identify specific targets and to project the number of contacts to meet goals.
5. Adapts to membership trends, market share data, demographic information, etc. to achieve or exceed goals for girl and adult membership through implementing membership strategies in assigned areas.
6. Utilize Girl Scouts customer relationship management system to also support conversion of leads throughout the onboarding process for completion to close status.
7. Seeks opportunities to engage and cultivate relationships with appropriate community organizations, agencies and leaders, educators, and faith-based institutions to increase awareness of and participation in Girl Scouting and support recruitment efforts.

8. Studies and becomes proficient in girl and adult related trends, multi-cultural data and demographics, effective communication, and marketing techniques to effectively implement a recruitment plan and build campaigns.
9. Engages, trains, equips and partners with volunteers to promote and deliver activities to support the recruitment campaign leading to membership growth.
10. Provides project management and planning support to service unit registrars, school liaisons, recruiters and other volunteers in support of new member recruitment efforts.
11. Utilize technology to prepare status reports and documentation of activity, follow-up and adherence to processes and goals for recruitment.
12. Utilizes standardized methods to document and measure recruitment success within areas of responsibility.
13. Ensure integrity of data and independently run reports (Salesforce, Looker etc.)
14. Works with the girl and volunteer experience (retention) and community partnership teams to ensure the effective and seamless delivery of recruitment, strategies and processes.
15. Ability to clearly describe the Girl Scouts Commitment to Girls, including the Girl Scouts Leadership Experience, and tell our story on what a girl gains from being a member of girl scouting.
16. Promotes and assists with Council wide programs, activities, public relations and fund development endeavors.
17. Extensive local travel.
18. Ensures Girl Scouting is open to all girls and adults by delivering the Girl Scouts message of inclusiveness and diversity to prospective members of the Council.
19. Performs other duties as assigned by the Recruitment Lead.

## **CORE COMPETENCIES**

Honest and Fair  
Friendly and Helpful  
Considerate and Caring  
Courageous and Strong  
Responsible for What I Say and Do  
Respect Myself and Others  
Respect Authority  
Use Resources Wisely  
Make the World a Better Place

## **JOB QUALIFICATIONS - Knowledge, skills and abilities**

1. Bachelor's degree, with a Marketing/Sales background or equivalent experience in related field strongly preferred.
2. Bilingual (Spanish) bicultural, preferred but not required.
3. Excellent verbal and written communication skills.
4. Experience in Salesforce.com is a plus.
5. Minimum of 2 years in recruitment or sales experience with a proven ability to close the deal and achieve results
6. Must hold membership in the Girl Scout organization and commitment to the mission and goals of Girl Scouting including the Girl Scouts Promise and Law.
7. Demonstrate and promote a climate of courtesy, respect and professionalism to coworkers, volunteers, and others you encounter.
8. Proven ability to work with volunteers, community leaders, organizations, and businesses.
9. Proven ability to effectively manage multiple priorities, meet deadlines and produce results.
10. Ability to work a flexible schedule including travel nights and weekends.
11. Proven proficiency in Microsoft Office Suite including Outlook, Word, Excel and PowerPoint.
12. Verbal fluency, good grammar and professional appearance.
13. Adheres to the Council's Affirmative Action Policy, which ensure that there will be no discrimination based on race, color, ethnicity, sex, national origin, socioeconomic status, disability, sexual orientation or age.
14. Attendance is an essential job requirement defined as having regular, consistent, reliable, punctual and predictable attendance including the ability to work regular hours and shifts, before and after hours, and on weekends, when required.
15. Must complete and pass a criminal background check.

## **PHYSICAL DEMANDS AND WORK ENVIRONMENT**

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this position, the employee is regularly required to speak or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools or controls. The employee is occasionally required

to stand; walk; sit; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl, work in an office environment, work in a seated position, and work with computers.

The employee must be able to drive and have a valid driver's license. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus. The noise level in the work environment is usually moderate.

### **CERTIFICATIONS/LICENSES**

None required