

New Membership Recruitment Specialist—Full time

Let's invite more girls to experience the pure joy of being a Girl Scout! Girl Scouts is seeking an excellent communicator to recruit girl and adult volunteer members and community partnerships. Share your talents with the world's largest leadership organization and a make difference in a Girl's life!

LEARN MORE AND APPLY TODAY!

www.gsbadgerland.org

APPLICATION PROCEDURE

Email cover letter and resume to Kathy, Chief Talent Officer, at HR@gsbadgerland.org

Organization Overview

Vision

To be the premier leadership organization for girls in the USA.

Mission Statement

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

Overview

Girl Scouts of Wisconsin – Badgerland Council provides programming, training, and support to more than 8,000 Girl Scout members in 23 counties in southwest Wisconsin and parts of Minnesota and Iowa. Badgerland is among 111 Girl Scout councils nationwide and is the nation's largest, and most impactful, organization dedicated to lifting girls.

Badgerland Council includes volunteers, adult and girl members, and paid, professional staff *working together*. This includes recruitment efforts, troop leader and family engagement training and support, Girl Scout programming and activities, and the iconic Cookie Program: the largest girl-led business in the world!

Organizational Strategic Focus

- Build an organization that reaches its goals and grows a membership that fully reflects our population.
- Increase new members (volunteers, girls, donors) with a focus on K-3, 5-6, and 8-9 grade levels and foster partnerships that support our growth.
- Grow retention across all segments with high quality leader support and sought after programming experiences for girls.
- Demonstrate brand promise as the relevant, powerful, amazing organization that lifts girls and women for a lifetime of success.
- Delight our customers understanding that they include troop co-leaders, girls, parents, donors, volunteers, partners and staff.
- Thoughtfully create systems and utilize accountability measures that ensure commitment to our strategic focus and long-term viability.

Individual Core Competencies

- Innovative Solution Seeker: Creatively and critically explore opportunities and challenges with an eye to solutions and forward-moving actions.
- Emotionally Intelligent: Personal awareness, self-control, and appropriate emotional expression; ability to build and steward interpersonal relationships judiciously and empathetically.
- Gumption & Drive: Through initiative and resourcefulness, set and reach ambitious goals; results-driven and self-motivated.
- Collaborative & Open to Learn: Work effectively in teams and inter-departmentally to move the mission forward; respond positively to constructive feedback and seek learning and growing opportunities.
- Diversity & Equity Advocate: Passionate about creating and supporting diverse, equitable, and inclusive spaces in the Girl Scout community. Strong intercultural communication skills; value diverse thoughts and perspectives and the positive outcomes when all voices are heard.

Job Title:	Membership Recruitment Specialist
Department:	New Membership
Classification:	Nonexempt/Hourly
Reports To:	Chief Marketing Officer

Job Summary

The Membership Recruitment Specialist is responsible for developing and executing recruitment strategies to increase participation in Girl Scouts. The Membership Recruitment Specialist is responsible for recruiting girl and adult volunteer members and community partnerships. The recruiter will achieve schedule and host recruitment meetings and presentations and network with community organizations, corporations, schools, educators, faith-based institutions and other community constituents. Success will be achieved through community cultivation, lead generation, and rigorous follow-up after events and presentations. The ideal candidate is comfortable with public speaking, highly personable, well organized and capable of learning new technology.

The focus of this position is collaborating, building relationships, and working accurately with procedures and processes. A successful Recruitment Specialist is an effective communicator who is able to stimulate and motivate others while being aware of and responsive to their needs and concerns. The person in this position must be friendly and genuinely interested in people and relationships. A persuasive, teaching style of communication is required to communicate the Girl Scout mission and goals with the community.

The work is fast-paced and focused on meeting goals. There is a team atmosphere that balances individual goals and efforts to meet organizational goals.

Essential Duties and Responsibilities

Achieve the Council's goals for girl and adult membership through developing and implementing membership strategies.

- Design and implement a comprehensive, targeted plan for girl and adult membership growth by researching market data, membership trends, and other geographically relevant information. Must maintain accurate records and data.

- Implement membership strategies outlined in the council's strategic plan by cultivating communities to generate increased girl and volunteer leads.
- Identify specific targets and prepare action plans; project the number of contacts required to meet membership goal. Prepare a variety of status reports.
- Seek opportunities and cultivate relationships with community organizations including corporations, schools, educators, and faith-based institutions to increase awareness of and participation in Girl Scouting.
- Attend volunteer fairs and other volunteer-oriented events as assigned.
- Ensure Girl Scouts welcomes all girls and adults by embodying the Girl Scout way of diversity and inclusiveness.
- Conduct timely (within 24 hours) follow-up on new leads and referrals resulting from field activity.
- Work with interdepartmental team to develop and execute innovative techniques and ensure effective delivery of recruitment strategies to achieve Council goals.
- Promote and assist with Council-wide programs, activities, public relations and fund development endeavors.
- Deliver recruitment events and activities during the times when community members and potential members are available; this includes evenings and weekends and some travel throughout the Council region.
- Possess a valid Driver's License and have regular access to a reliable vehicle; must be able to work both in an office setting and independently off-site; must be capable of lifting 25 pounds.
- Be or become a registered member of the Girls Scouts of the United States of America; have a working knowledge of Girl Scout philosophy and programming, and be committed to the Girl Scout mission. (Prior Girl Scout experience not required)
- Perform other related duties as requested.

Education or Experience

- Bachelor Degree in communications, marketing or sales, nonprofit management, volunteer management, social work or related field. Other combinations of education and experience that demonstrate the ability to perform the duties of the position will be considered.
- 1+ year experience in outside sales, recruitment, marketing, community relations, or other relevant area preferred.
- Bi-lingual in Spanish and English, preferred
- Excellent computer skills in Microsoft Office, experience working with social media platforms, and customer relationship management systems, required. Experience working with Salesforce, preferred.
- Excellent public speaking and presentation skills, required

Anticipated Time Away from Office

- Must be able to occasionally work irregular hours, including nights and weekends; possess a valid Driver's License; must be able to work both in an office setting and independently off-site.
- Travels throughout council jurisdiction 25% of working time; overnights, rare.

Key Department Partners: Leadership, Membership, Community Partnerships