



**Girl Scouts of Desert Southwest  
Job Description  
Membership Specialist/Recruiter**

**Job Title:** Membership Specialist/Recruiter  
**Department:** Membership  
**Reports To:** Regional Director (East; Central) or Director, Council Regional Services (West)  
**FLSA Status:** Full Time (Regular), Non-Exempt  
**Grade:** 6

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**JOB SUMMARY**

The Membership Specialist/Recruiter is responsible for cultivating and generating leads in order to increase girl and adult membership in assigned geographic areas. Recruits, trains, and provides on-going administrative support to volunteers to enable them to extend Girl Scouting in a given geographic area. The Recruitment Specialist develops and implements plans for membership extension through the work of administrative volunteers and represents and extends Girl Scouting in the community through presentations, collaborative efforts and networking.

**ESSENTIAL DUTIES AND RESPONSIBILITIES include the following; other duties may need to be assigned according to the particular needs of the council.**

1. Guides and supports customers through the membership process, following up on questions and resolving issues.
2. Supports external recruitment efforts through offering try it programs or activities in coordination with the STEM and Outdoor Program directors, and can successfully solidify membership enrollment leads. Follow up on leads and referrals in a timely fashion.
3. Key responsibility will be to convert qualified leads into registered volunteers and/or members with GSDSW.
4. Utilizes GSDSW tactics to convert adult members to Troop Leaders or other volunteer roles.
5. Supports customers through criminal background screening processing.
6. Works collaboratively to promote membership and facilitate troop placement.
7. Studies and becomes proficient in girl and adult related trends, multi-cultural data and demographics, effective communication, and marketing techniques in order to effectively implement a membership growth plan.
8. Works with cross-functional team to develop innovative strategies to increase membership.

9. Optimizes use of technology to support customer service for girls and volunteers.
10. Primarily interface with members, parent and potential adult volunteers on the phone, online or in person to sell the benefits of joining Girl Scouts.
11. 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.
12. Promotes Girl Scouting opportunities year-round including troop, program, camp, activities and trainings.
13. Regularly reviews status reports with Regional Director on progress against goals.
14. Documents all member contacts in the Salesforce database.
15. Utilizes customer relationship management system (CRM system, Salesforce) to support pursuance of leads throughout the recruitment process for completion to close status.
16. Assist volunteers and customers by answering calls and emails and tracking all interactions in our primary CRM (Customer Relationship Management) software.
17. Develops and updates opportunity catalogue (troops with openings) in Salesforce to streamline girl and adult placement within the organizations member structure.
18. Maintains confidentiality on behalf of the Girl Scout organization.
19. Performs other duties as required or assigned.

## **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

### **A. Education and/or Experience**

- Bachelor's degree **or** equivalent experience in a membership organization.
- Two (2) years' experience in sales, recruitment, and marketing.
- High proficiency in the use of Microsoft Windows and Office Software; experience using Salesforce a plus.
- Strong phone-based communication skills and ability to develop relationships with customers.
- Excellent communication and interpersonal skills – oral and written.
- Ability to adapt well to changing circumstances, direction, and strategy.

- Demonstrate a commitment and ability to interact with diverse populations.
- Demonstrate ability to handle sensitive information; ability to manage conflict resolution

**B. Certificates, Licenses, Registrations**

Valid Driver's License and Girl Scouts Membership Required

**C. Language Skills**

Excellent, effective English language abilities, both oral and written. Bilingual Spanish skills a plus.

**E. Reasoning Ability**

Demonstrated reasoning ability, in order to successfully lead and/or manage responsibilities as described above.

- Ability to work independently and prioritize work while managing multiple deadlines
- Proven capability to work in a collaborative, service-focused environment
- Demonstrably strong analytical skills, as well as problem-solving and conflict management capabilities.

**F. 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 this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Sufficient eye-to-hand coordination to successfully operate a computer keyboard
- Ability to occasionally work a flexible schedule including nights and weekends
- Ability to give and receive information by telephone and in person
- Ability to sit upright for extended periods of time.
- Ability to stand or walk for extended periods of time.
- Ability to occasionally climb or balance; and stoop, kneel, crouch, or crawl.
- The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.

- Must have personal transportation and ability to drive, possess a valid driver's license, maintain personal auto insurance and meet the council insurance company's requirements for coverage.
- Other demands, as determined by the council.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This job functions primarily out of Council's headquarters which provides an environment as follows, professional work space, along with a retail shop, front desk, training center and warehouse. Off-site work is frequently required and will take place at community locations including schools, churches, office buildings, parks, and other settings as needed.

**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.

**Acceptance of Job Description:**

I understand and accept this job description. I understand that it supersedes any previous job description. I further understand that future performance evaluations will be based on my meeting the tenets of the job description. The above statements reflect the general duties considered necessary to describe the principal functions of the job as identified and shall not be considered



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as a detailed description of all the work requirements that may be inherent in the position. I acknowledge being given a copy of this job description.

Agreed to by \_\_\_\_\_  
**Employee Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
Print Name