

GIRL SCOUTS OF THE DESERT SOUTHWEST

JOB DESCRIPTION

TITLE: Seasonal Membership Growth Specialist

REPORTS TO: Director of Engagement

FLSA Status: Part-Time, Non-Exempt (approximately 10 hours/week)

LOCATION: El Paso, Midland and Odessa, TX and

Grade: 5

JOB SUMMARY

The Seasonal Membership Growth Specialist is responsible for reaching the assigned membership goals in a specific area through the execution of an approved recruitment plan. She/He partners closely with schools and community entities through presentations, collaborative efforts, and networking, with a focus on new troop startups. The Seasonal Membership Growth Specialist is a part-time, seasonal, temporary, position.

This 10-hour per week position is 10% office and 90% field-based. Works a variable schedule averaging 10 hours per week. Schedule will include mostly weeknights and Saturdays.

ANTICIPATED ASSIGNMENT DURATION

May, 2024–End of September, 2024 and includes one week of paid training.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Partner with local community organizations, public/private schools, faith organizations, homeschool groups, etc. to meet the weekly and monthly goals (troop, girl, and adult) for the specified area.
- Responsible for creating a minimum of one new troop consisting of at least two volunteers and 10 Girl Scouts weekly.
- Meet weekly with the Director of Engagement to report on progress and review goals.
- Register girls and adults as new Girl Scout members/volunteers, including assisting new members through registration process and background check.
- Represent the Girl Scout brand through consistent professional presence and communication methods.
- Generate and follow up on leads of potential members.
- Schedule opportunities to engage the community for the recruitment of girls and adults and starting new troops.
- Set up and run sign-up tables at on-site and off-site community events.
- Present virtual and/or in-person presentations outlining the benefits of Girl Scouting to potential girl members and adult volunteers at schools, places of faith, community centers, afterschool programs, etc. by using established scripts as base presentation.

- Manage post event membership conversion using GSDSW guidelines.
- Manage sign-up supplies and inventory materials.
- Perform other related duties as requested to meet the organizational goals.

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.

A. Education and/or Experience

- High School diploma/GED equivalent and two (2) years' experience in sales, recruitment, marketing, or non-profit organization.
- Proficiency in Microsoft Office (Outlook, Word, and Excel) is essential; experience with a CRM system such as Salesforce is a plus.
- Ability and willingness 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.
- Experience in Girl Scouts preferred.
- Able to work a flexible schedule, including nights and weekends on a regular basis.
- Frequent travel is required. Must have access to personal transportation daily for business travel and have a valid driver's license and proof of insurance.
- Must subscribe to the principles of the Girl Scout Movement and become a registered member of GSUSA.

B. Certificates, Licenses, Registrations

- Valid Driver's License and Girl Scouts membership required (paid by council).

C. Language Skills

- Excellent, effective English language abilities, both oral and written.
- Spanish speaking a plus.

D. 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

E. 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.

- Sufficient eye-to-hand coordination to successfully operate a computer keyboard.
- Ability to give presentations in front of large groups.
- Ability to 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 occasionally climb or balance, 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 in the field. A desk will be provided at a designated Council office location which provides a professional workspace in an open concept office environment. Off-site work will be required and will take place at community locations including schools, churches, office buildings, parks, camp site and other settings as needed.

Other Working Conditions

- Continuous requirement for professional demeanor and appropriate office attire.
- Criminal background and DMV checks are required.
- Continuous work as a team member and ability to work independently with some supervision.

- Continuous ability to work well with others.

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 others 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, show enthusiasm, explore alternatives before acting, take on challenging tasks, and see 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 works for the good of the whole, works collaboratively at all times, models assertive behaviors: bold, confident, respectful, empowers 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 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

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