



# GIRL SCOUTS OF THE DESERT SOUTHWEST

## JOB DESCRIPTION

---

**TITLE:** Community Engagement Specialist  
**REPORTS TO:** Director of Community Engagement  
**FLSA Status:** Regular, Full-Time, Non-Exempt  
**Grade:** 6

---

### JOB SUMMARY

The Community Engagement Specialist position is responsible for the recruitment and retention of Girl Scout adult volunteers (troop leaders) and girl members throughout their assigned territory. She/he will achieve territorial recruitment/retention goals through planning and presenting at sign-up events year-round including school open houses, community fairs and festivals, public speaking engagements, presentations to businesses, and networking within professional organizations. She/he will recruit, train and oversee volunteers to assist within the territory. She/he will analyze, develop, recommend, and follow best practices for successfully culminating recruitment efforts, providing volunteer and troop support, increasing troop membership and volunteer participation, and reaching council retention goals.

This 36-hour per week position is 50% office and 50% field-based. Frequent travel, along with evening and weekend work, is required.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Work with the Director of Volunteer Experience to develop annual recruitment/retention goals for growth in troop leaders and girl membership within the assigned geographic area.
- Develop and implement year-round recruitment/retention plans for troop leader and girl membership growth, using market and population data, membership trends and other pertinent information.
- Plan, arrange and hold sign-up events throughout the entire year, including school open houses, community fairs and festivals, public speaking engagements, presentations to businesses. Generate leads and work with other departments within GSDSW to convert the leads to members and volunteer troop leaders.
- Recruit, train, support and oversee volunteer Service Unit Teams.
- Build awareness of Girl Scouting and GSDSW through presentations, speaking engagements, in-person meetings and networking with schools/educators, community organizations, corporations, faith-based institutions and other appropriate groups. Join, and become an active member, in professional networking groups.
- Adopt and use the principles and tactics of the Sandler™ Sales Training system.
- Collaborate with the Adult Recognition Committee to promote, administer, and manage the volunteer recognition program.
- Keep current on organizational knowledge and best practices by participating in GSUSA webinars, participating in Chatter groups, and utilizing gsConnect.
- Serve as a resource for current volunteers regarding council and GSUSA policies, procedures, safety, and paperwork questions.
- Perform other duties as 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.

**A. Education and/or Experience**

- Bachelor's degree in a relevant course of study, or equivalent experience.
- Minimum of 5 years of directly relevant work experience, preferably in a nonprofit organization
- One year of member recruitment (preferred)
- One year of non-retail and non-restaurant related sales (preferred)
- Aptitude for, and interest in, sales with a willingness to learn, adopt and embody the principles of a formal sales training system. Prior recruiting and/or outside sales experience preferred
- Proven oral and written communication abilities with an emphasis on active listening and public presentation skills; able to communicate effectively with a diverse group of prospects, customers, volunteers and staff
- Proficiency in Microsoft Office (Outlook, Word, and Excel) is essential; experience with a CRM system such as Salesforce is a plus
- Experience leading and facilitating web-based meetings, such as Zoom, is required.
- Self-starter who can work independently and take initiative; is flexible, adaptable, organized and has a strong attention to detail
- Prior experience using Sandler™ sales principles and techniques is a plus.
- Familiarity with Girl Scouts is a plus
- Able to work a flexible schedule, including nights and weekends on a regular basis
- Frequent travel is required. Must have access to personal transportation on a daily basis 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 of a designated Council office location which provides a professional work space 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

*Updated 4.15.2021*