

GIRL SCOUTS OF THE DESERT SOUTHWEST JOB DESCRIPTION

TITLE: Customer Engagement Specialist
REPORTS TO: Director of Engagement and Director of Program
FLSA Status: Full-Time, Non-Exempt
Grade: 6

JOB SUMMARY

The Customer Engagement Specialist serves as a Girl Scout membership expert, responsible for implementing effective strategies to recruit and retain members while delivering high-quality program experiences.

This role collaborates closely with council staff and volunteers, using proven sales techniques to capture and convert leads, and facilitates engaging, mission-aligned Girl Scout activities for girls and their caregivers. In addition to driving membership growth, the specialist plays a key role in presenting and supporting Girl Scout programs that inspire participation and build lasting connections.

This 36-hour per week position is 25% office and 75% field-based. The scheduled work hours are 8:00 AM – 6:00 PM, Monday - Thursday, with frequent travel required.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Work with the Director of Engagement to develop annual recruitment/sales goals for growth in troop leaders and girl membership within the assigned geographic area.
- Develop and implement year-round recruitment plans for new troop leader and new girl membership growth, using market and population data, membership trends and other pertinent information.
- Promote Girl Scouting and increase awareness throughout the local community via recruitment sessions to form new troops, recruit adult volunteers, and register new girl members.
- Work with Director of Programs to develop annual program goals.
- Deliver programs to a wide variety of girls, using appropriate resources, resulting in membership growth.
- Deliver engaging and educational hands-on activities for girls and caregivers at events.
- Assist customers in completing online registrations and troubleshoot registration issues as needed.
- Perform administrative tasks to aid in the preparation and execution of recruitment events as well as post-event follow-up for membership conversions.
- Collaborate with designated membership staff, volunteers, and other council team members to fulfill event goals and assist in recruitment efforts.

- Communicate the Girl Scout mission, including the Girl Scout Leadership Experience, its benefits, and its impact on girls and their communities.
- Represent the Girl Scout brand through consistent, professional presence and communication methods.
- Promote diversity, equity, inclusion and access by ensuring Girl Scouting is open and welcoming to all girls and adults.
- Ensure compliance with all council policies, procedures, and guidelines.
- Adapt to shift in assignments, priorities, and schedules as needed to align with organizational objectives.
- Additional duties may be assigned to support the successful implementation of council 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

- Experience with proven recruitment and/or sales results preferred.
- Experience with Girl Scouts preferred
- One year of member recruitment (preferred)
- One year of non-retail and non-restaurant related sales (preferred)
- Reliability and commitment to the Girl Scout mission and team.
- Willingness to lead a group event and to engage potential members in conversation.
- Excellent customer service skills.
- Ability to be an effective team player.
- Strong oral communication skills.
- Ability to prioritize and meet deadlines successfully.
- Excellent written and oral communication skills.
- Computer literacy, including Outlook, Word, and Excel.
- Willingness and ability to travel within council jurisdiction.
- 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, 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 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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