



Girl Scout Council of the Southern Appalachians (GSCSA)

Job Title: Member Services Representative

Department: Member Services

Location: Johnson City

FLSA Status: Non-Exempt

Here at GSCSA, we each consistently follow the Girl Scout Law and Girl Scout Promise in our daily lives. We thrive in a fast-paced and changing environment.

BASIC JOB FUNCTION

Under guidance of the Director of Member Services, the Member Services Representative is the first point of customer contact for inquiries via phone, email or in person, including backup to the retail shop. Responsible for providing the highest level of customer service to all current and prospective members, both external and internal, by utilizing all systems, policies, and procedures established by the Council. The Member Services Representative is cross-functional but the primary assignments are customer service, outbound calls for leads, and data entry.

JOB 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.

SUGGESTED MINIMUM JOB REQUIREMENTS

- High School Diploma, GED, or equivalent knowledge.
- Must have at least two years of experience in providing prompt and courteous customer service in call center or must have at least 2 years of prior experience with handling customers regarding closing sales.
- Must have at least two years of experience working with a customer relationship management database.
- Regular and prompt attendance required.
- Maintenance of organizational membership throughout employment.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of Girl Scout Leadership Experience (or ability to learn quickly upon job entry).
- Knowledge of the best practice and principles of excellent customer service.

- Excellent oral and written communication skills (i.e. - in person, verbal, written, phone, and/or via other electronic media) with a diverse range of audiences.
- Excellent interpersonal skills.
- Good grammar, voice, and diction.
- Excellent technical and keyboarding computer skills in Microsoft Windows, Microsoft Office including Word, Excel, and Outlook, and Customer Relationship Management (CRM) systems (including ability to navigate through different computer screens).
- Excellent independent decision-making skills and strong resourcefulness.
- Demonstrated flexibility, adaptability, self-management, and organization with a strong attention to detail.
- Ability to role model GSCSA culture and represent Girl Scouting in a professional manner.
- Ability to embrace change and strive for continual professional development.
- Ability to skillfully use a variety of questions and other active listening techniques (including techniques to promote a robust discussion with members, potential members and customers to identify needs and problem solve with the above mentioned persons).
- Ability to function as a self-starter who can work independently with minimal oversight and take initiative as well as accept direction on given assignments.
- Sales ability, particularly the ability to close sales of warm leads.
- Ability to work with a wide range of sensitive and confidential issues.
- Ability to coordinate multiple projects while managing conflicting priorities and deadlines, and short- and long-term project goals, objectives, schedules, and priorities in line with council goals.
- Ability to establish courses of action for accomplishing goals while attending to and incorporating information obtained during day-to-day administrative tasks.
- Ability to manage high call volumes while meeting or exceeding customer's needs.

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 communicate orally and in writing.

- Ability to use computer keyboard and talk at the same time.
- Sufficient visual acuity to make appropriate judgments regarding written materials.
- Ability to sit upright for extended periods of time.
- Ability to exert up to 20 pounds of force frequently, and/or a negligible amount of force constantly to move objects.
- Ability to work some extended hours, nights, and weekends as necessary to support customer operations.
- Other demands, as determined by the Council.

KEY RESPONSIBILITIES

Leadership Center & Retail Operations

- Creates the positive first impression of GSCSA either in person, by telephone, or by written/electronic means.
- Ensures inbound calls to GSCSA are answered and in-person customers are greeted promptly.
- Utilizes Customer Relationship Management (CRM) database solutions, sales and customer service techniques, and knowledge of GSCSA's structure and policies to ensure each customer's needs are met in a timely manner.
- Handles and successfully resolves customer membership and event registration.
- Provides backup to retail staff.

Lead Generation & Recruitment

- Promotes and participates in lead generation and recruitment campaigns as defined by Girl Scouts of the USA and/or assigned by council leadership.
- Calls national and regional leads and closes the sale of membership.
- Assists Membership staff with placement of closed leads.

Conversion, Placement, and New Member Engagement

- Assists Membership and Administrative staff in ensuring that new volunteers complete membership process, background checks, and applicable training.
- Assists Mission Delivery staff in ensuring that troops details are accurately displayed to current and prospective members.

Service Delivery, Troop Support, and Renewal

- Assists Membership staff in encouraging early and on-time membership renewal.
- Encourages troops and service units to utilize the volunteer toolkit through assigned calls and emails.
- Encourages troop and service unit product program participation through assigned calls and emails.
- Encourages High Awards achievement, outdoor experiences, and STEM programming through assigned calls and emails.
- Responds promptly to calls and cases in the CRM which includes assistance and troubleshooting on a variety of issues.
- Provides ongoing appreciation and recognition to volunteers.
- Processes, updates, and verifies troop, girl, lifetime, and adult member registrations in the CRM database.
- Participates in CRM update webinars to ensure awareness of seasonal processes and system changes.
- Assists with troubleshooting background check processes.
- Processes customer requests, provides accurate information, and successfully resolves customer problems within the framework of policies and procedures established by the Council.
- Maintains data accuracy in CRM caused by entry errors and coordinates with management on the correction of more frequent errors.

Data

- Processes, updates, and verifies troop, girl, lifetime, and adult member registrations in the CRM database.
- Creates, updates, and verifies program and event registrations in the CRM database (including invoicing).
- Provides troubleshooting assistance to customers with registration and payment in the CRM database.
- Participates in CRM update webinars to ensure awareness of seasonal processes and system changes.
- Assists Administrative staff with troubleshooting background check processes.

- Processes customer requests, provides accurate information, and successfully resolves customer problems within the framework of policies and procedures established by the Council.
- Maintains data quality and ensures data integrity in CRM caused by entry errors and coordinates with management on error cleanup and the correction of more frequent errors.

Other

- Assists supervisor with administrative tasks as needed.
- Participates fully in cross-functional assignments for the Council's key performance indicators (including, but not limited to, recruitment, retention, development, and product).
- Follows established procedures that support both team and cross functional goals.
- Provides an exceptional customer service experience to both internal and external customers through timely communication, follow-up and problem-solving.
- Other duties as assigned.

The Girl Scout Council of the Southern Appalachians (GSCSA) is headquartered in Knoxville, Tennessee, and has offices in Chattanooga and Johnson City, Tennessee. The Council serves 46 counties in East Tennessee, Northwest Georgia, and Southwest Virginia.
