



Girl Scout Council of the Southern Appalachians (GSCSA)

Job Title: Membership Manager

Department: Relationship Management

Location: Any

FLSA Status: 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 Regional Director, the Membership Manager is responsible for developing and executing effective recruiting strategies via in-person contacts to increase girl and adult lead generation in assigned, established geographic and/or functional areas. This includes recruiting girls to participate in the Girl Scout Leadership Experience, recruiting adult volunteers to deliver and support programming, identifying potential community partnerships for Membership, Programs, and Development, and promoting GSCSA through strategic participation in community activities. This position is primarily field-based and works a variable schedule.

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.

MINIMUM JOB REQUIREMENTS

- Bachelor's degree or High School Diploma/GED equivalent with 1 to 3 years of related recruitment or direct sales experience.
- Valid Driver's License and reliable transportation.
- Bilingual Spanish a plus.
- Maintenance of organizational membership throughout employment.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of the best principles and practices of sales (including lead generation and conversion).
- Knowledge of Girl Scout Leadership Experience, program components and outcomes (or ability to learn quickly upon job entry).
- Excellent self management skills.

- Strong organizational skills.
- Strong customer service skills.
- Strong written and oral communication skills.
- Ability to role model GSCSA culture and represent Girl Scouting in a professional manner.
- Ability to embrace change and strive for continual professional development.
- Strong sales ability including the ability to qualify and close sales.
- Ability to be trustworthy with cash and credit card information.
- Ability to set and achieve effective goals.
- Ability to demonstrate leadership and mutual accountability.
- Ability to prioritize and meet deadlines successfully.
- Ability to speak in public with confidence and professionalism.
- Ability to be an effective team player.
- Ability to interact professionally with a wide variety of people.
- Ability to use Microsoft Office and customer relationship management (CRM) software effectively.

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.
- Sufficient visual acuity to make appropriate judgments with regard to written materials.
- Ability to communicate orally and in writing.
- Ability to exert up to 20 pounds of force frequently, and/or a negligible amount of force constantly to move objects.
- Ability to work extended hours, nights, and weekends as necessary to support recruitment events.

- Ability to travel within Council service area and work in a mobile environment on a daily basis.
- Other demands, as determined by the Council.

KEY RESPONSIBILITIES

- Assists in achieving individual goals and the Council's corporate goals for girl and adult leads through implementing lead generation strategies via in-person contacts in our Council's geography.
- Presents the product features and benefits of Girl Scouting to potential girl and adult members through all forms of communication, including flyers, yard signs, social media sites, and interest nights.
- Assists the Chief Membership Officer and regional director to designs and implement a comprehensive plan for girl and adult lead generation growth in targeted areas by researching market data, membership trends, and other pertinent information relevant to designated geographic and/or functional areas.
- Implements lead generation and marketing strategies outlined in the Council's strategic plan and annual business plan including cultivating and organizing communities to result in increased girl and volunteer leads.
- Projects the number of contacts needed to be made to result in meeting lead generation goal.
- Utilizes GSCSA's customer relationship management (CRM) system to generate and support leads throughout the recruitment process, including initial follow-up.
- Seeks and develops opportunities and maintains contacts with community organizations, agencies, leaders, educators, and faith-based institutions to increase positive awareness of and participation in Girl Scouting.
- Cultivates relationships with appropriate community leaders, organizations, and businesses to support effective recruitment efforts within targeted areas to impact membership growth. Utilizes sales skills to uncover potential participation in these relationships.
- Utilizes sales techniques, provided through onboarding, to solicit volunteers from the parents/caregivers of girl leads.
- Ensures Girl Scouting is available to a diverse population of girls and adults by delivering a message of pluralism and diversity to members of the council.
- Understands and communicates the impact of Girl Scouts and its relevance to girls, adults, and local and national communities.
- Collaborates cross-functionally to ensure Council membership goals are met and to determine or develop innovative techniques to ensure the effective delivery of recruitment strategies.
- Meets and exceeds goals defined in the Council's strategic plan.

- Provides back-up support to other members of the Membership Team 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.