



Girl Scout Council of the Southern Appalachians (GSCSA)

Job Title: Relationship Specialist
Department: Mission Delivery
Location: Johnson City and Chattanooga, TN
FLSA Status: Non Exempt

To apply for position(s), please email resume and cover letter/email to careers@girlscoutcsa.org. Alternately, a resume and cover letter may also be mailed to Human Resources, Girl Scout Council of the Southern Appalachians, 1567 Downtown West Blvd., Knoxville, TN 37919.

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 the guidance of the Regional Director, the Relationship Specialist is responsible for developing and executing effective sales techniques to convert leads and prospects into girl and adult members in assigned geographic area. This includes recruiting girls to participate in the Girl Scout Leadership Experience, recruiting adult volunteers to deliver and support programming, and promoting GSCSA through strategic participation in community activities. This position is Leadership Center based.

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 equivalent with 3 years of related experience.
- Valid Driver's License.
- Bachelor's degree in a relevant course of study preferred.
- Maintenance of organizational membership throughout employment.
- Previous sales, customer service and/or fundraising experience a plus.
- Bilingual Spanish a plus.

KNOWLEDGE, SKILLS AND ABILITIES

- Excellent phone and cold-calling skills
- Strong organizational skills and attention to detail.

- Strong customer service and teamwork skills.
- Strong written and oral communication skills.
- Ability to prioritize workflow and meet deadlines.
- Ability to speak in public and on the telephone with confidence and professionalism.
- Ability to embrace change and strive for continual professional development.
- Proficiency in Microsoft Office and customer relationship management (CRM) software, such as Salesforce.com, effectively.
- Ability to role model GSCSA culture and represent Girl Scouting in a professional manner.

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 up a negligible amount of force constantly to move objects.
- Ability to work extended hours, nights, and weekends as necessary to support events/programs.
- Ability to travel within Council service area as needed.
- Other demands, as determined by the Council.

KEY RESPONSIBILITIES

- Assists in achieving the Council's corporate goals for girl and adult membership by successfully implementing membership strategies in designated geographic areas.
- Communicates with members, makes outbound calls to potential members and follows up on leads in a timely fashion.
- Sources new members through inbound lead follow-up and outbound cold calls and emails.
- Follows standard operating procedures for sales staff as defined by Girl Scouts of the USA and/or assigned by council Regional Director.
- Promotes and participates in lead generation and recruitment campaigns as defined by Girl Scouts of the USA and/or by council Regional Director.
- Schedules school recruitments to increase girl membership, both during the school day and in the evening.

- Utilizes GSCSA's Customer Relationship Management System to support leads throughout recruitment process up through closing.
- Serves as staff support in collaboration with Programs for individually registered girls, including handling communications.
- Ensures Girl Scouting is available to a diverse population of girls and adults by delivering a message of inclusivity.
- Clearly communicates and emphasizes Girl Scout product features and benefits to potential members through all forms of communication.
- Identifies decision makers among the targeted leads and effectively communicates the Girl Scout value proposition and program, resulting in increased girl and adult membership.
- Routes potential volunteers to the appropriate Relationship Manager for further development and closure.
- Maintains and expands the Customer Relationship Management (CRM) database of prospects and members of the organization.
- Provides back-up support to Relationship Managers as needed.
- Participates fully in cross-functional assignments for the Council's key performance indicators (including, but not limited to, recruitment, retention, philanthropy, and product programs).
- Promotes and assists with Council activities, public relations, and fund development endeavors including United Ways.
- In partnership with Marketing and Communications ensures consistent branding, Girl Scout messaging, and product sales messaging is used in all customer interactions.
- Provides exceptional customer service to both internal and external customers including follow-up as needed.
- Follows established procedures that support both team and cross functional goals.
- 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.