



Girl Scout Council of the Southern Appalachians (GSCSA)

Job Title: Regional Director
Department: Membership
Location: Knoxville, TN
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.

To apply for position(s), please email resume and cover letter/email to careers@girlscoutscsa.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.

Under guidance of the Chief Membership Officer, the Regional Director manages and provides ongoing recruitment, training, and mentoring to volunteers and parents within a geographic area by supporting them in the delivery of the Girl Scout Leadership Experience (GSLE) programs consistent with GSCSA's mission and strategy. Supervises staff in assigned area which may include regional recruitment, volunteer support, or both functions. Collaborates council-wide with staff and volunteers to develop and manage initiatives and programs that increase girl participation, address girl needs within local communities, and target underserved populations as identified and prioritized within each community. Utilizes strong command of Girl Scout knowledge to build exceptional volunteer teams, establish an effective communication plan, and present and promote Council program offerings (including the fall and cookie product programs) as well as provide adult learning opportunities. Assists with measurable outcome evaluation of GSLE programs (including fall product and cookie sales).

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

- Bachelor's degree with at least 3 years of related professional experience. (Professional experience may substitute for degree.)
- Valid Driver's License.
- Experience supervising multiple direct reports (paid or unpaid).
- Proven track record in successful sales or fundraising preferred.
- Maintenance of organizational membership throughout employment.

KNOWLEDGE, SKILLS AND ABILITIES

- Strong organizational skills.
- Strong customer service skills.
- Self-management skills.
- Demonstrated collaborative, management, and interpersonal 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.
- Ability to speak in public with confidence and professionalism.
- 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 train and facilitate groups of all sizes.
- Ability to prioritize and meet deadlines successfully.
- Ability to lead and collaborate with staff and volunteers effectively.
- Ability to resolve conflict successfully.
- 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 regarding 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 events/programs.
- Ability to travel within Council service area and work in a mobile environment as needed.
- Other demands, as determined by the Council.

KEY RESPONSIBILITIES

Supervision

- Supervises, mentors, and develops geographically-assigned team which may include recruitment, volunteer support, or both. Identifies team's training needs and seeks support in providing training as needed.
- Carries out supervisory responsibility in accordance with council culture, policies, procedures, and applicable laws.
- May serve as back-up in the area when staff assigned to service units are unavailable.

Membership Growth/Programming

- Ensures assigned staff follow standard operating procedures for inside sales, outside sales, programming, and troop support as defined by Girl Scouts of the USA and/or assigned by the Chief Executive Officer and Chief Membership Officer.
- Promotes and participates in lead generation, recruitment, and retention campaigns as defined by Girl Scouts of the USA and/or assigned by the Chief Executive Officer and Chief Membership Officer.
- Tracks and evaluates progress toward assigned lead generation, membership recruitment, membership retention, program quality, and customer service goals, developing or altering action plans to meet or exceed set goals. Ensures action plans are tailored to the unique needs of the assigned area.
- Seeks and maintains relationships with schools, places of faith, community centers, and businesses to grow girl and adult Girl Scout membership in assigned territory.
- Coordinates with Communications to ensure all publications, materials, and promotional items are in keeping with the Girl Scout Brand.
- By partnering with Member Services, ensures internal processes for membership staff are customer-friendly and have the flexibility that allows for action plans targeting specific needs of the area's membership.
- Partners with the Director of Girl Programs to ensure that available leadership, outdoors, and partner programs are communicated to prospective and current members as a benefit of Girl Scout membership.
- Partners with other staff to ensure volunteers receive required training and have opportunities for additional volunteer development beyond required training.

Financial Objectives

- Develops and manages a departmental budget in conjunction with Chief Membership Officer. Achieves financial objectives and provides information needed for budget development. Identifies methods for expense minimization while delivering quality programs. Monitors and prioritizes best use of staff time and mileage to control expenses.
- Partners with the Director of Product Programs to ensure that staff members in the assigned membership team have the required knowledge to successfully increase participation in fall product and cookie programs. Ensures the assigned membership team appropriately supports the membership pipeline for the Council to meet or exceed its budgeted product sale revenue.
- Maintains and enhances relationships with United Ways and other donors in collaboration with Development, by identifying local opportunities for fundraising, giving presentations, and preparing materials to support funding efforts as requested.
- Supports Development by obtaining sponsorships for and driving attendance to annual fundraising events in the relevant markets.
- Performs community building and engagement work under direction of the Chief Membership Officer and the Chief Executive Officer.

Volunteer Development

- Assures continuity of Girl Scout programs through placing, training, developing, and recognizing service unit and troop volunteers.
- Oversees and ensures volunteers feel appreciated through frequent and thoughtful communication and strong customer service.
- Ensures volunteer-based conflict management issues are appropriately escalated and that resolutions are facilitated by the appropriate person or by the Regional Director personally, the Chief Membership Officer, or the Chief Administrative Officer.
- Provides constructive feedback regarding volunteer performance as needed.
- Attends area volunteer meetings, service unit meetings, and troop meetings at frequency determined by current goals and action plans.
- Always serves as volunteer contact, including during the fall product and cookie programs, maintaining strong cross-functional relationships with Product team.

Other

- 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 exceptional customer service experience to both internal and external customers including follow-up as needed.
- 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.