



Girl Scout Council of the Southern Appalachians (GSCSA)

Job Title: Relationship Manager

Department: Mission Delivery

Location: Territory may include Knox County and surrounding counties.

Here at GSCSA, we each consistently follow the Girl Scout Law and Girl Scout Promise in our daily lives.

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.

Deadline to be considered for vacancies is noon on Friday, May 27, 2022, or until position is filled.

Under guidance of the Regional Director, the Relationship Manager provides ongoing recruitment, training, and mentoring to volunteers and parents by supporting them in the delivery of the Girl Scout Leadership Experience (GSLE) programs in keeping with GSCSA's mission, vision, culture, and strategy. Serves as the primary point of contact for volunteers within the assigned region(s). Collaborates with volunteers to develop and implement initiatives that increase girl participation, address girl needs within local communities, and target priority populations as identified in the council strategy. 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).

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 with at least 1 year of related professional experience. (Significant professional experience in volunteer management may substitute for degree.)
- Valid Driver's License with personal transportation.
- Experience with Girl Scout Leadership Experience (GSLE), and/or experience with volunteers preferred but not required at entry
- Maintenance of Girl Scout membership throughout employment. Adult Girl Scout members may be female or male.
- Bilingual Spanish a plus but not required.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of Girl Scout Leadership Experience, program components, and outcomes (or ability to learn quickly upon job entry).

- Knowledge of the principles and practices of adult education.
- Knowledge of the best principles and practices of volunteer resource development and engagement.
- Knowledge of the best principles and practices of sales (including lead generation and conversion).
- Knowledge of methods and practices in program evaluation.
- Knowledge of best practices to maintain girl and adult safety (or ability to learn quickly upon job entry).
- Strong organizational skills.
- Strong customer service skills.
- Self management skills.
- Demonstrated collaborative, management, and interpersonal skills.
- Strong written and oral communication skills.
- Effective leadership/volunteer development 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 format and proof publications in accordance with the Girl Scout brand.
- 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 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 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

Lead Generation & Recruitment

- 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 assigned by council Regional Director.
- Schedules and leads school recruitments to increase girl membership, both during the school day and in the evening.
- Tracks and evaluates progress toward assigned lead generation and membership recruitment goals, altering action plans to meet or exceed set goals.

Conversion, Placement, and New Member Engagement

- Follows standard operating procedures for sales staff as defined by Girl Scouts of the USA and/or assigned by council Regional Director.
- Ensures that new volunteers complete membership process, background checks, and applicable training.
- Ensures troops details are accurately displayed to current and prospective members.
- Ensures troops and service units welcome new members and provide appropriate, timely communication to all assigned members and families.

- Builds new troops to increase girl membership served, ensuring safety ratios are upheld and emphasizing the development of a full team of troop volunteers.
- Tracks and evaluates progress toward assigned program quality, and customer service goals, developing or altering action plans to meet or exceed set goals.

Volunteer Service Delivery, Troop Support, and Renewal

- Follows standard operating procedures for troop support staff as defined by Girl Scouts of the USA and/or assigned by council Regional Director.
- Encourages troops and service units to utilize the volunteer toolkit.
- Encourages troop and service unit product sale participation.
- Encourages High Awards achievement, outdoor experiences, and STEM programming.
- Has a personal, phone call or in-person interaction, monthly with every troop.
- Responds promptly to calls & cases in the Customer Relationship Management Database.
- Provides ongoing appreciation and recognition to volunteers.
- When necessary, manages the disbanding process so that girls have the option to continue their Girl Scout experience beyond troop disbandment.
- Builds service unit teams with quality volunteers in the best-fitting service team role, ensuring a succession plan is in place for each service unit team.
- Attends weekend and evening volunteer meetings as needed for assigned territory.
- Tracks and evaluates progress toward assigned membership retention, program quality, and customer service goals, developing or altering action plans to meet or exceed set goals.
- Serves as primary volunteer contact to designated volunteers at all times, including during the fall product and cookie programs, maintaining strong cross-functional relationships with Product Programs.

Community Development

- Builds, develops and empowers service unit teams to support troop level volunteers and ensure continuity of Girl Scout program.
- Works in partnership with area staff and volunteer team to identify gaps in service within geographic area and develop and execute a plan to ensure that GSCSA membership is reflective of the diversity of the assigned area.

- Seeks and maintains relationships with schools, churches, community centers, and businesses to grow girl and adult Girl Scout membership in assigned territory.
- Maintains and enhances relationships with United Ways and other funding partners in collaboration with Philanthropy, giving presentations and preparing materials to support funding efforts as requested.

Other

- Participates fully in cross-functional assignments for the Council's key performance indicators (including, but not limited to, recruitment, retention, philanthropy, and product programs).
- Follows established procedures pertaining to Customer Engagement Initiative 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.