

## Membership Specialist Job Description

### Summary

The Membership and Community Development Specialist develops, retains, and increases girl and adult membership in an assigned area and for any given demographic group(s); recruits and provides ongoing support to volunteers; assists in developing and implementing plans for membership extension in all markets; represents and extends Girl Scouting in the community through presentations, collaborative efforts, and networking; and ensures the Girl Scout Leadership Experience is accessible within assigned areas or for specific demographic groups.

### Key Responsibilities

- Researches market data and other pertinent information to become knowledgeable about external community needs and possibilities for girl recruitment in the assigned geographic area.
- Researches and acquires an understanding and knowledge of new and underdeveloped membership markets with the council's jurisdiction and participates in analyzing each market's needs and constituent groups.
- Develops, retains, and increases girl and adult membership in the assigned area of the council.
- Participates in developing and implements plans for membership extension through the work of administrative volunteers; extends Girl Scouting in the community through presentations and networking.
- Works collaboratively with other members of the team to develop short-term and long-term strategies and to execute an integrated, multifunctional plan of work.
- Assists in developing a proactive recruitment and retention strategy to increase membership.
- Ensures Girl Scouting is open to all girls and adults by delivering the Girl Scout message of pluralism and diversity to community groups, organizations, and other constituencies within the council's jurisdiction.
- Provides ongoing support, supervision, and direction to administrative volunteers in assigned geographic areas by interpreting GSUSA and council policies, standards, and procedures and by ensuring the availability of support services to enable volunteers to carry out their positions effectively.
- Assists in planning and designing, and implements innovative approaches to ensure the effective delivery of membership services; determines the necessity for additional support by assessing community needs.
- Participates in the development of new, sustainable, community-based programs and resources.
- Raises public awareness in the community on issues related to girls.
- Networks to build contacts, collaborations, and fund-raising in the community.
- Assists in the cultivation of community organizations to identify funding and volunteer recruitment opportunities, research community resources, identify possible program and service opportunities, and promote the image of Girl Scouting as a benefit to the community.
- Other duties as assigned.

### Experience, Skills & Qualifications

- Demonstrated experience in youth program management.
- Experience including solid leadership skills to motivate and retain volunteers.
- Ability to work in a team-based environment.
- Demonstrated experience in developing and giving presentations to groups.

- Must have reliable transportation and a valid driver's license.
- Demonstrated ability to work independently and prioritize work.
- Excellent organizational skills.
- Ability to analyze data and produce required statistical reports.
- Ability to work a flexible schedule, which may include evenings and weekends.
- Demonstrated experience in recruiting and working with volunteers.