



JOB DESCRIPTION

Membership Support Specialist

Department: Membership
Reports To: Director of Membership
Salary Grade: 4 – Nonexempt

Job Summary

The Membership Support Specialist is primarily responsible for performing routine and specialized functions for membership development, volunteer support and team effectiveness through high quality sales and customer service. The specialist will support team goals by initiating and pursuing lead conversion strategies and protocols needed to convert prospective girl and adult members (leads) to registered members. This position is responsible for securing increased girl and adult volunteer participation as well as creation of troops needed to implement Girl Scouting.

Essential Duties and Responsibilities:

- Follows up on new leads and referrals resulting from field activity in a timely fashion per established guidelines to finalize membership enrollment leads.
- Manages customer service calls and identify best pathway for customer from assisting to becoming a member to addressing other needs and questions.
- Assists and provide support for Customer Care department.
- Prepares action plans and schedules using Salesforce and Looker membership database to identify specific targets, projects the number of contacts, and attains the desired conversation rate in order to meet membership goal.
- Regularly runs and reviews membership reports (i.e. troop rosters, weekly activity reports, others as assigned) to identify and communicate membership changes or issues to the team and management.
- Studies girl and adult related trends, multi-cultural data and demographics, effective communication, and marketing techniques in order to effectively implement a membership plan.
- Provides input for social media and marketing initiatives, and assists with managing text campaigns.
- Performs additional duties as assigned.

Minimum Qualifications

Education and Experience:

- High School Diploma or equivalent.
- 1-2 years of previous experience in membership recruitment or sales.
- Must have a valid driver's license within the state of employment.

Required Skills and Abilities:

- Proficient computer skills in Microsoft Office including Word, Excel, and Outlook and common applications.
- CRM experience.
- Strong communication skills – both written and verbal.
- Strong customer service skills.

Physical and Schedule Requirements:

- Must be able to lift and carry up to 25 pounds.
- Prolonged periods sitting at a desk and working on a computer.
- Willingness to work a flexible schedule, including some evenings and weekends, occasional overnights as necessary and ability to travel as job requires.