



Job Title: Director of Membership
Reports To: Chief Operating Officer
Salary Grade: 8

Job Summary

The membership director is responsible for implementing and achieving year-round plans for girl and adult membership growth and retention. Through leadership of the membership team, they provide strategic oversight of membership growth strategies and campaigns, champion council priorities, and ensure the adherence of those initiatives to the philosophy of Girl Scouts. The membership director is accountable for the overall success of membership growth and retention initiatives and growing strong relationships by working interdepartmentally to achieve overall membership goals.

Essential Duties and Responsibilities

- Implement a comprehensive, targeted, council-wide plan for girl and adult membership growth and retention through knowledge and analysis of market data, membership trends, and geographically relevant information.
- Ensure efficient collaboration between the membership and volunteer support teams.
- Monitor analytics on membership demographics, growth, retention, and recruitment/conversion efforts. Review numbers for opportunities and deficiencies. Provide assessments of performance and accountability of progress to council goals.
- Work in partnership with other departments to strategically develop marketing plans and resources to support council new membership goal.
- Seek out and foster partnerships with communities, school districts, community organizations, faith-based organizations, and other nonprofit and corporate organizations in order to further the Girl Scout mission and grow membership.
- Oversee staff responsible for the recruitment of membership.
- Exercise management, operational, and budgetary oversight in all areas of accountability.
- Lead, motivate, and retain a high performing staff. Evaluate and manage team performance. Ensure full team effort, optimal productivity levels, and attainment of goals.
- Actively support and promote the council's commitment to excellent customer service, membership growth, community visibility, fundraising, diversity, and safety.

Minimum Qualifications:

- Bachelor's degree or relevant equivalent experience.
- Minimum 5 years' experience in recruitment, marketing or sales (preferably membership based) with proven results.
- Must have supervisory experience leading a professional team.
- Volunteer management experience preferred.
- Excellent technical computer skills in Microsoft Office including Word, Excel, Outlook, and customer relationship management systems (Salesforce preferred). Ability to learn new software as required.
- Knowledgeable of human resource processes.
- Ability to work effectively with people from diverse backgrounds.
- Willingness to work flexible work schedule including evenings and weekends.
- Proof of meeting Oklahoma State requirements regarding auto licensing, driver's license.
- Ability to lift 25 pounds.
- Knowledge of Girl Scouting a plus.

04/22/2019