Job Title:Membership Development Manager

Department: Membership

Reports To: Director of Membership

Salary Grade: 5 - Exempt



Job Summary

In order to increase girl and volunteer participation as well as build stronger community partnerships, the **Membership Development Manager**, as part of a larger cross functional team, is responsible for analyzing, developing, recommending, implementing, and *managing strategies* for membership development; volunteer recruitment, onboarding, and support; team effectiveness; and high quality community engagement for the council. She/he will accomplish this by collaborating with the troop support team; engaging potential volunteers through strong professional networks; developing relationships with key community partners such as schools, faith-based organizations, business, and other not-for-profits; initiating and pursuing innovative strategies to convert prospective members to registered members and volunteers; and support our service unit leadership teams in an assigned area.

Essential Duties and Responsibilities:

* Designs and/or implements a comprehensive plan for girl and adult membership growth in targeted areas by working with local service unit managers to build strategic development plans.
* Implements membership development strategies outlined in the council’s strategic plan, annual business plan and/or other council goals.
* Prepares action plans and schedules to identify specific targets and to project the number of contacts to be made in order to meet membership goal.
* Prepares a variety of status reports, including weekly activity reports, team status reports, special project reports, or others as assigned.
* Utilizes Girl Scouts of Eastern Oklahoma customer Volunteer System to support pursuance of leads throughout the recruitment process.
* Cultivates relationships and builds visibility with appropriate community leaders, organizations, and businesses to support recruitment efforts, increase awareness and participation in Girl Scouting, and positively impact membership growth.
* Follows up on new leads and referrals resulting from field activity in a timely fashion.
* Collaborates interdepartmentally and with cross-functional team to determine or develop innovative techniques to ensure the effective delivery of recruitment strategies and customer service to members and to ensure council membership goals are met.
* Works with Membership Support Specialist to properly document all pertinent information in Volunteer System to support conversion of leads by internal counterpart.
* Communicates with and supports service unit recruitment through the work of service unit team, volunteer services department, and membership department.
* Provides back-up to Membership Department team or troop support team with customer support, recruitment, and system tasks.
* Promotes and assists with council wide programs, activities, public relations and fund development endeavors including United Way.
* Ensure Girl Scouting is open to all girls and adults by delivering the Girl Scouts message of pluralism and diversity to members of the council.
* Attend all regular staff meetings, team meetings, and other staff meetings when requested or assigned.
* Engages in regular personal, professional, and/or leadership development via webinars, books, trainings or other opportunities.
* Ensures and provides high-quality customer service.
* Promote good working relationships with staff and volunteers.
* Perform other duties as assigned.

Competencies and areas of expertise may include:

* Sales Ambition and Drive – Understands and is comfortable with a “sales culture,” the sales process, and management of leads. Able to translate sales techniques into relationship cultivation tools. Sets ambitious goals and energetically and confidently drives to achieve those goals. Recognizes opportunities to “close” and has demonstrated ability to ask for the business/customer transaction. A self-starter who can work independently with minimal oversight and take initiative; is flexible, adaptable, self-managed, organized, and has a strong attention to detail.
* Marketing Knowledge – Has demonstrated knowledge of the basic principles of marketing. Demonstrates comfort in presenting the value behind solutions in a way that resonates with what is most important to the potential members.
* Marketing Skill – Attracts support for the Girl Scout program, its key messages, and products, by promoting visibility and credibility of Girl Scouts in the community and to girls and volunteers; identifies, seeks to understand, and influences the local market for Girl Scouting; effectively promotes Girl Scout program and products (for example, creates, plans, and implements sales campaigns).
* Networking – Maintains and fosters contacts inside and/or outside the council to gather information, receive support, and solve problems; actively maintains a presence in Girl Scout activities, professional and community organizations, and in the workplace; builds new relationships and collaborations with community members to help address Girl Scouting goals, promote visibility, and cultivate membership.
* Active Listening – Ability to skillfully use a variety of questions and other active listening techniques to promote a robust discussion with members/customers and identify needs.
* Interpersonal Relations – Establishes rapport with others at all organizational levels; respects others; considers and responds to the needs, feelings, and capabilities of others; establishes and maintains an open dialogue with others; has demonstrated ability to market the Girl Scout value proposition through a variety of communication venues, with particular emphasis on in person communication in one-to-one, small group, and large group settings.
* Oral and Written Communication abilities – Expresses ideas and facts in a clear and understandable manner appropriate for the individual or group; listens to and comprehends what others are saying; prepares organized and structured presentations; has demonstrated ability to work with a wide range of sensitive and confidential issues and communicate effectively with a diverse group of girls, volunteers, and staff.
* Self-management and Confidence – Assesses own skills and abilities and identifies areas for improvement; willingly accepts constructive feedback; seeks developmental opportunities; sets and achieves goals; works independently. Demonstrated confidence to prepare for conversations and visits with potential members/customers by gathering key information and setting strong objectives to achieve successful outcome.
* Business Technology Expertise - strong user computer skills in Microsoft Office including Word, Excel, and Outlook and common applications. CRM experience, especially Salesforce, desirable. Must be able to learn, understand, and apply new technologies with ability to understand the basic data quality principles and practice.
* Time-Management – demonstrated ability to coordinate multiple duties while managing conflicting priorities and deadlines; formulates short- and long-term goals, objectives, schedules, and priorities in line with council goals; anticipates issues, obstacles, or opportunities that may impact plans or actions; establishes courses of action for accomplishing goals while attending to and incorporating information obtained during day-to-day tasks.
* Strong attention to detail.

Minimum Qualifications:

* Ability to model behavior consistent with the Girl Scout Mission, Promise, Law, and values.
* Ability to work effectively with people from diverse backgrounds.
* Willingness to work a flexible schedule, including some evenings and weekends, occasional overnights as necessary and ability to travel as job requires.
* Willingness to work in a flexible work environment, including satellite property, offsite from home office, public spaces, or other location as job requires.
* Must be able to lift and move equipment weighing approximately 25 pounds.
* Proof of meeting Oklahoma State requirements regarding auto licensing, driver’s license.
* Knowledge of Girl Scouting a plus.
* Bilingual (Spanish/English) a plus.
* Experience in recruiting a plus.
* Bachelor’s degree or equivalent work experience preferred.
* This is a safety sensitive role.
* Girl Scouts of Eastern Oklahoma believes that diversity and inclusion among our teammates is critical to our success and we seek to recruit, develop and retain the most talented people from a diverse candidate pool