



JOB DESCRIPTION

Membership Development Manager

Department: Membership
Reports To: Director of Membership
Salary Grade: 5 - Exempt

Job Summary

The Membership Development Manager is responsible for developing and executing effective year-round retention and recruitment strategies for girl and adult members and providing support of adult volunteers to increase awareness and participation in Girl Scouting. This position is also responsible for successfully culminating recruitment efforts by initiating strategies and protocols needed to convert prospective members (leads) into registered members. Develop and foster community partnerships while providing a consistent image of the Council's commitment to Girl Scouts and the community at large. **This position is designated as safety sensitive.**

Essential Duties and Responsibilities:

- Develops, design and conduct recruitment and retention plan for girl and volunteer membership growth in designated geographic areas to meet membership goals.
- Creates, organize and conduct recruitment events to achieve membership recruitment goals.
- Cultivates and maintains key relationships with appropriate community leaders, schools, organizations, faith-based institutions and businesses to support recruitment efforts, increase visibility of Girl Scouts in the community, and positively impact membership growth.
- Collaborates with area volunteers to plan and provide ongoing recruitment events and opportunities to families in local communities.
- Follows up on new leads and referrals resulting from field activity in a timely fashion per established guidelines to finalize membership enrollment leads.
- Establishes the appropriate volunteer support team to accomplish key priorities by selecting, appointing, training and coaching volunteers in assigned geographic areas.
- Reviews a variety of status reports, including weekly activity reports, team status reports, special project reports, or others as assigned.
- Works with Membership Support Specialist to properly document all pertinent information in Salesforce to support conversion of leads and ensure that girl and volunteer data is up-to-date.
- 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 assist with managing text campaigns.
- Performs additional duties as assigned.

Minimum Qualifications

Education and Experience:

- Bachelor's degree, or equivalent combination of education and experience.
- 1-2 years of previous experience with sales or recruitment.
- Must have a valid driver's license within the state of employment.

Required Skills and Abilities:

- Excellent written and verbal communication skills.
- Skilled in conflict resolution and negotiation.
- Ability to make effective public presentations and speeches to a variety of audiences.
- Ability to manage multiple priorities simultaneously and to work under pressure and tight deadlines.
- Proficient with Microsoft Office products.

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.

Updated: June 2022