

TITLE:	Engagement Specialist
REPORTS TO:	Senior Director of Engagement
FLSA CLASSIFICATION:	Part-time hourly, non-exempt
DATE:	April 2022
GRADE:	3
WORK LOCATION:	75% work in community within assigned area; hybrid opportunity
SCHEDULE:	20 – 25 hours per week; primarily evenings and some weekends.

SUMMARY OF POSITION

The Engagement Specialist is accountable for reaching or exceeding membership targets in assigned jurisdiction for new girl and adult members by developing, implementing and assessing comprehensive, full-cycle, year-round recruitment strategies to increase girl and volunteer membership. They develop and foster community partnerships with key stakeholders (school systems, business partners, community centers, etc.) to enhance recruitment opportunities. The Engagement Specialist is responsible for membership lead identification and conversion for girl and adult members.

ACCOUNTABILITIES

- Research and analyze community demographics, membership statistics and needs and develop, design and conduct recruit and retention plan for girl and volunteer membership growth in designated geographic areas.
- Cultivate relationships with appropriate community leaders, organizations and businesses to increase the visibility of Girl Scouting in the community and provide recruitment opportunities.
- Ensure membership leads are successfully followed through the conversion pipeline, resulting in membership, including placement in troop or as an individually registered member.
- Recruit, orient and provide placement opportunities for short-term, episodic volunteers in partnership with the Experience team.
- Organize and support starter troops with programming including leading first four meetings or six meeting series events, while educating parents/caregivers to transition them to troop leadership.
- Provide support and coaching to new troop leader volunteer to enhance first-year volunteer experience and retention.
- Engage cross-functionally with teammates to fully support annual council membership recruitment and retention plans
- Participate actively in developing environments that foster diversity, equity, inclusion and access through words, actions and attitude. Ensure work plans are designed to enhance the diversity of our membership.
- Perform other duties as necessary or assigned.

QUALIFICATIONS

Core Competencies

- Sales Ambition & Drive
- Achieve Results
- Problem Solving/Critical Thinking
- Marketing Knowledge
- Communication
- Project Management
- Relational Intelligence
- Time Management

Qualifications

- Bachelor’s degree in marketing, communication, non-profit management, leadership or related field or an equivalent combination of education and directly related experience.
- Experience in membership development and recruitment or a similar sales model.
- A successful track record in achieving sales-related goals and in delivering complex projects in a timely, accurate manner.
- Ambition, drive and sense of urgency to achieve membership goals (sales).
- Strong verbal and written communication skills and public speaking skills; comfort and ability to present to audiences of a variety of sizes and demographics with excitement and enthusiasm.
- Willingness and ability to work varied hours, including frequent evenings and some weekends.
- Experience with a variety of software including Microsoft Office is required. Salesforce or other CRM software experience is highly preferred.

Additional Requirements

- Subscribe to the principles of the Girl Scout Movement and become and remain a registered member of GSUSA, Girl Scouts Carolinas Peaks to Piedmont.
- Successfully pass criminal and driver background investigation.
- Valid state-issued driver’s license, valid auto insurance, acceptable driving record and access to a vehicle on a daily basis and willingness and ability to travel throughout the council’s geographic area.

PHYSICAL DEMANDS & WORK ENVIRONMENT

The employee is occasionally required to stand; walk; sit; use hands to finger, handle or feel objects, tools or controls, including the operation of computer keyboard, calculator, copier machine and other office equipment; reach with hands and arms; climb stairs; balance; bend and stoop, kneel, crouch or crawl; talk or hear within normal range for telephone use. The employee must occasionally lift and/or move up to 35 pounds. The employee must have close visual acuity to perform activities such as viewing a computer terminal, preparing and analyzing data and figures and extensive reading. The employee must be able to operate a passenger car and drive throughout the assigned territories on a regular basis.

DISCLOSURE & ACKNOWLEDGEMENT

The statements above reflect the essential functions and qualifications for this job, but should not be considered an all-inclusive listing. Employees may be asked to perform other duties as needed to ensure the smooth functioning of Council operations. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Please be advised that this document should not be construed, in any manner, as a contract of employment. All employees of the Girl Scouts Carolinas Peaks to Piedmont are employees “at-will.” By signing below, I acknowledge I have read, understand and am able to successfully perform the responsibilities and requirements of this position as described.

Employee Signature

Date