

Why Girl Scouts

In 1912, Juliette Gordon Low established the Girl Scouts with a troop of 18 girls who wanted to redefine what women were capable of and help the world. Over a century later, the Girl Scouts has grown to a global movement that includes 2.6 million girls in 92 countries with more than 50 million alumni. They have contributed to relief efforts of the Great Depression and numerous wars, spoken out boldly on issues of inclusiveness and equality, standing up for environmental issues, and attended the Apollo 12 moon landing from the Cape Kennedy as the guests of NASA. Since the very beginning, their mission has remained the same: Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.



Girl Scouts offers the best leadership development experience for girls in the world. Its goal is to unleash the G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ in every girl, preparing her for a lifetime of leadership—from taking a night-time hike under the stars to accepting a mission on the International Space Station; from lobbying the city council with her troop to holding a seat in Congress; from running her own cookie business today to tackling cybersecurity tomorrow. At Girl Scouts, girls prepare for a lifetime of leadership, success, and adventure in a safe, no-limits place designed for and by girls!

Girl Scouts believes that girls learn by doing. Through the Girl Scout Leadership Experience, a one-of-a-kind leadership development program, they will gain important skills in science, technology, engineering, and math (STEM), outdoors, life skills, and entrepreneurship. It is based on time-tested methods and research-backed programming that help girls take the lead – in their own lives and in the world – through a collection of engaging, challenging, and fun activities like earning badges, going on awesome trips, selling cookies, exploring science, getting outdoors, and doing community service projects. Research shows that girls learn best in an all-girl, girl-led, and girl-friendly environment. Girl Scouts is a place where she'll practice different skills, explore her potential, take on leadership positions—and even feel allowed to fail, dust herself off, get up, and try again.

Girl Scouting is for all ages, from grades K-12. In grades K-5, Girl Scouts earn badges, join troops, hike and camp, and participate in the cookie program. In middle and high school, girls can also explore careers in science and technology, travel the world, discover nature, and take on projects that transform their communities.

Our Council

Girl Scouts Carolinas Peaks to Piedmont (GSCP2P), is one of the 111 councils from across the nation that delivers the Girl Scout program, serving nearly 12,000 girls in central and western North Carolina. We are proud to serve 40 counties in the region, from the cities to the countryside, which contributes to a rich diversity within our council. Our service centers are located in Asheville, Gastonia, Hickory, and Greensboro, NC, and we have camp facilities in Brevard, Lenoir, and Sophia, NC.

With the support and guidance of nearly 6,000 volunteers, girls in grades K-12 are given opportunities for fun and friendship, while fostering the development of leadership skills and self-esteem. It is a safe environment for girls to engage in activities while they discover more about themselves and the community around them, connect with others and take action to make the world a better place.



Position Profile

Our People and Culture

Through serving all 40 counties in western and central North Carolina, we understand the importance of creating a strong and vibrant culture that is welcoming, encouraging, and supportive to all. Our culture is built on inclusivity, diversity, and equality in every aspect of the Girl Scout organization. From Scouts to employees, Girl Scouts Carolinas Peaks to Piedmont has developed and sustained a dedicated workplace and program culture focused on creating a safe space where girls can try new things, develop a range of skills, take on leadership roles, and just be themselves. We continually seek to train, develop, and grow our staff and volunteers, understanding that young girls often look to the leaders of our council for role models and examples of what girls can accomplish.



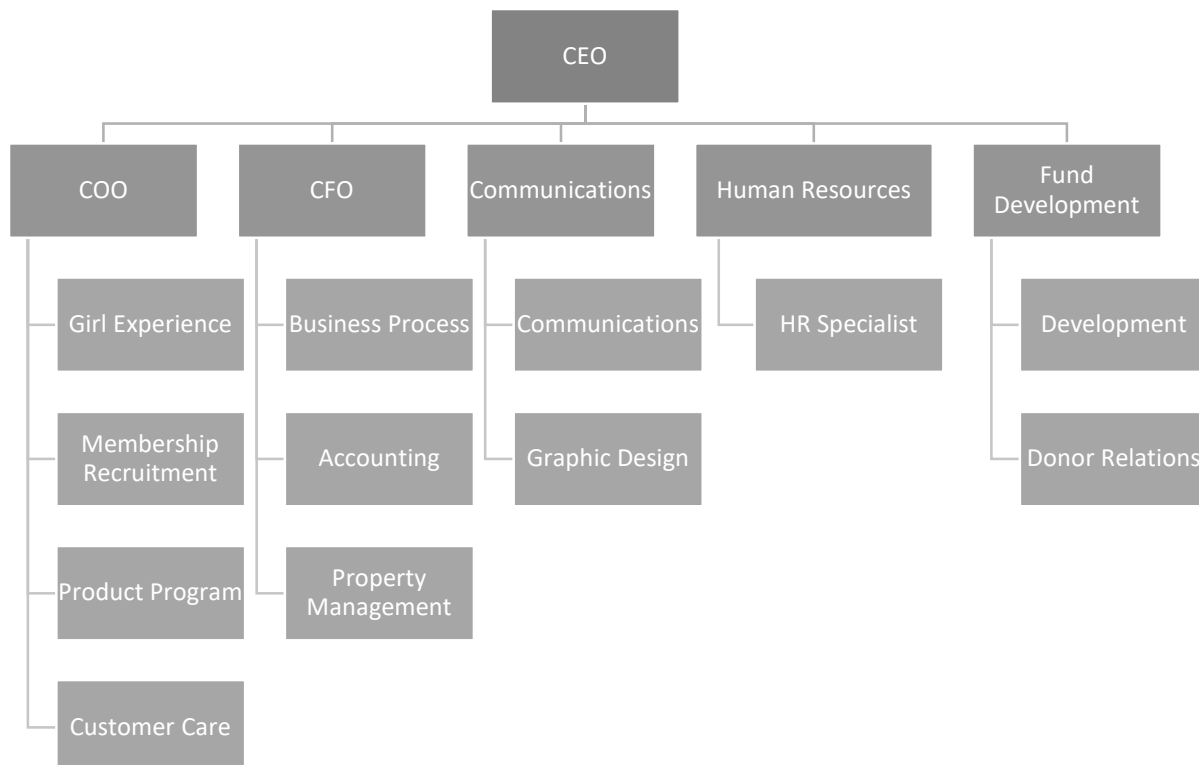
Position Summary

This is a powerful opportunity to lead a preeminent leadership development organization for girls and to continue to build upon what makes it successful. With a visionary mindset and an ability to think out-of-the-box, the leader of this organization must be enlightened, strategic, authentic, inclusive, and non-partisan. The CEO plays a critical role in establishing a culture of engagement, thought leadership, and influence throughout the Girl Scout program and the 40 counties it serves. With an external focus on resource development, brand management, and raising awareness for Girl Scouts Peaks to Piedmont (P2P), the CEO leads by promoting the organization's impact and outcomes.

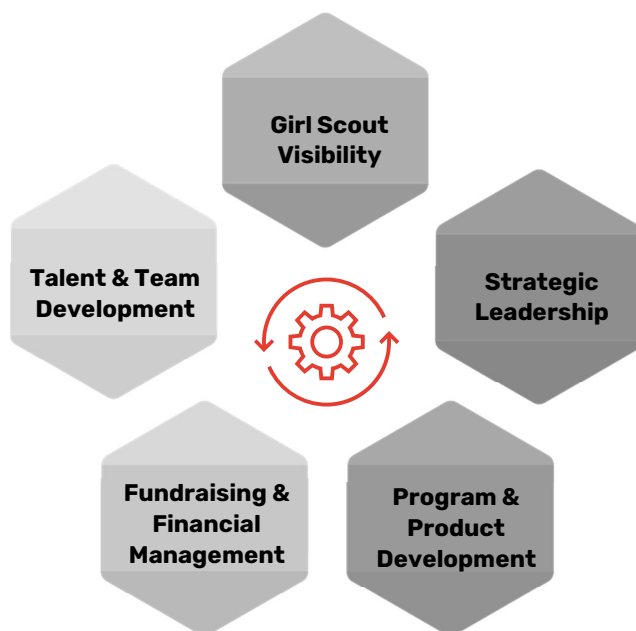
Reports to: Girl Scouts of Carolinas Peaks to Piedmont Board of Directors

Location: Asheville, Gastonia, Greensboro, or Hickory, NC

Functional Organizational Structure



Key Areas of Responsibility



Girl Scout Visibility

- With a deliberate external focus, promote Girl Scouts Carolinas Peaks to Piedmont, raise funds for its programs and awareness of girl empowerment and leadership development, and ensure diversity, inclusion, and equity of members, volunteers, stakeholders, and community partners.
- Be visible, approachable, and accessible to those in the community as a brand ambassador. The CEO should formulate the brand through programming, membership, and messaging based on community needs and with regards to Girl Scouts USA.
- Increase connection and involvement with the community, specifically reaching into every area of the 40 counties to ultimately nurture strategic relationships, increase visibility, and grow membership numbers.
- Collaborate with the national organization to carry out the purpose of the Girl Scout Movement.
- Serve as an advocate for Girl Scouting in the council by representing the council to the general public and to the corporate community and by building community awareness and support for the council's contribution to the community's needs and values.

Strategic Leadership

- Working closely with the Board, oversee strategic planning development and implementation. Execute strategic plan, monitor progress, and evaluate effectiveness.
- Spearhead the organization's business strategies, ensuring that they align and remain consistent with the organizational mission and core values.
- Support the development and execution of long and short-term operational objectives and actions to support the business strategy. Provide leadership on critical issues affecting the council.
- Work in partnership with the national organization to promote the national policy agenda and implement a unified policy voice and advocacy strategy.

Program and Product Development

- Oversee the effective development and administration of the programs and products that support the organization's mission, vision, goals, and strategies.
- Evaluate and advise on the impact of new programs, products, and strategies aimed at stimulating and sustaining membership growth.

- Assist in developing and executing plans while looking at “big picture” future needs and potential program areas.
- Monitor program initiatives and hold the organization accountable for reasonable growth and change.

Fundraising and Financial Management

- Leverage personal contacts and organizational relationships to identify potential donors and partners; Diversify and increase funding sources (including individual/corporate donors and identifying and pursuing grants and other funding sources).
- Encourage new stakeholders to align their work around Girl Scouts Carolinas Peaks to Piedmont’s goals and encourage investors to align human capital and financial investments in support of the evidence-based work of the organization.
- Provide support to the Board of Directors in the development and execution of fund development strategies to enable the council to meet growth and market share objectives.
- Manage the annual financial planning and budget process and ensure all organizational divisions operate within the approved budgets.
- Maintain responsibility for the financial integrity and fiscal management of the organization; Ensure safeguards are in place to audit, measure, and verify business and financial performance and practices.

Talent and Team Development

- Build and develop a cohesive management team. Lead the team in the selection, management, and retention of a talented council workforce committed to the Girl Scout mission.
- Build trust and followership with staff and empower them. Increase and maintain employee satisfaction.
- Provide leadership and guidance for the design, development, and implementation of volunteer and human resource systems to ensure that the council is able to attract and retain a diverse and well-qualified talent pool of volunteers and employed staff (i.e. develop and invest in training for staff and volunteers).
- Work with the management team to develop, enhance, and implement policies, procedures, and systems that will improve the overall capacity of the council’s structures, processes, and operations and the effectiveness of its delivery systems.
- Ensure that pluralism is institutionalized within the council’s activities and functions to enhance organizational diversity; ensure and promote non-discrimination in every aspect of Girl Scouting.

Required Experience, Skill, and Education

Education and Experience

- Bachelor’s degree from an accredited higher education institution is required; Master’s degree preferred.
- Minimum of 7-10 years of progressive leadership experience with community impact and nonprofit organizations.
- Experience collaborating externally with diverse stakeholder groups, including working with boards and corporate leaders in the community.
- Proven ability to efficiently manage a multi-site operational budget and demonstrate sound financial stewardship.
- Project management skills, including ability to meet deadlines.
- Demonstrated skills in designing, implementing, and managing an organization’s marketing and communication plan.
- Ability to lead and manage a team of professional communication and marketing staff.
- Technology acumen that enables innovation and organizational leadership.

Soft Skill Requirements

- Executive presence and confidence working with board members and community partners.
- Demonstrated ability to advise board members and partners and communicate strategic direction.
- Ability to inspire others through leadership that is inclusive, collaborative, and forward thinking.
- Strong command of verbal and written communication skills as well as excellent presentation skills.
- Strong business acumen, strategic thinking, and decision-making ability.

- Excellent ability to connect with stakeholders of different backgrounds and experiences and the cultural agility to build meaningful relationships.
- Diplomacy skills and the ability to navigate challenging conversations.
- Equally savvy in new social marketing techniques as in traditional PR outreach methods.
- Self-motivated and organized with a keen attention to detail.
- Analytical and evaluative with project management and problem-solving abilities.
- Customer service orientation and approachable to people.
- Provides clear direction to achieve organization goals, creating an environment that fosters innovation commitment, accountability, and employee engagement.

Additional Organizational Requirements

- Subscribe to the principles of the Girl Scout Movement and become a registered member of GSUSA.
- All employees of Girl Scouts Carolinas Peak to Piedmont must possess a positive attitude with strong work ethic, integrity and honesty and are expected to be flexible, adaptable and thrive in an ever changing/fast-paced environment.
- Develop and maintain sensitivity to employee diversity in the workplace. Behave in ways that demonstrate respectful treatment of other employees, volunteers, and girls. Practice pluralism and be inclusive with the services provided.
- Incumbents will be expected to proactively contribute to the success of their work team by sharing relevant information, encouraging open dialogue, respecting other team members, supporting collaboration, encouraging ongoing self-assessment, and supporting new ideas and ways for achieving established council goals and objectives.

Location Overview: North Carolina's Peaks to Piedmont Regions



With mountains and valleys, coasts and cultures, quaintness and innovation, North Carolina tops virtually every tourism, retirement, epicurean and education list issued by both independent and user-driven polls. In the Peaks to Piedmont region, one can choose high country lifestyle in the western North Carolina mountain region or traditional country club leisure in the progressive Piedmont region. Vacation and travel options within the state are not far away, with waterfront destinations along the state's coast only a short drive away. North Carolina is home to the highest mountain east of the Mississippi, spectacular golf resorts designed by golf legends, pristine lakes, and shorelines, and so much more. Many people are discovering real estate in most North Carolina cities is still surprisingly affordable, further cementing the state's status as one of the Southeast's best places to live or retire.

North Carolina's Blue Ridge and Smoky Mountains are well-known for attractions like the Blue Ridge Parkway and Appalachian Trail. But this western region offers so much more to explore, from the land of the waterfalls and one of the oldest rivers on the continent to farm-fresh foods and some of the country's best craft beer.

Girl Scouts Peaks to Piedmont council serves 40 counties with main cities including Greensboro, Gastonia, Winston Salem, Boone, and Franklin. The diversity of these counties and cities offers everything you would expect in an urban escape, blended with a unique heart and character.

For additional information about the Peaks to Piedmont area, see:

- <https://www.visitnc.com>
- <https://www.exploreasheville.com>
- <https://www.visithickorymetro.com/>
- <https://www.visitpiedmonttriadnc.com/>
- <https://www.relocationessentials.com> (for cost-of-living comparison)

For consideration, please email a copy of your CV to Robyn Ezzell, Manager - Nonprofit Search Specialty Practice at rezzell@fgp.com.