

GIRL SCOUT COUNCIL OF THE NATION'S CAPITAL

POSITION DESCRIPTION

POSITION: Area Membership Manager

REPORTS TO: Director of Membership

PRIMARY AREAS OF WORK:

Under general supervision and a high degree of independence, the Area Membership Manager is accountable for measurable increases in membership growth for girls and adults in the assigned geographical area within the Council jurisdiction. The Manager ensures that Membership staff meet recruitment and retention goals for both girls and adults. The Manager takes the lead role in volunteer management, conflict resolution and community outreach for all Membership staff under her/his supervision. The Manager regularly reports progress on assignments and projects to the Director of Membership.

SPECIFIC DUTIES:

Accountable for development and implementation of operational plans to successfully meet the Council's goals in the following responsibility areas:

Staff Management, Meeting Membership Goals

Recruits, hires, trains, supervises, and evaluates field staff responsible for the measurable growth of girl recruitment and retention. Ensures that Council goals for membership and retention are met or exceeded through annual in-depth analysis of each field assignment, creative marketing and retention strategies, and a full understanding of the communities served.

Community Outreach and Engagement

Carries out demographic analyses of communities within the area and utilizes analytical skills to interpret data to develop and implement marketing strategies, which will ensure inclusion of under-represented groups and increased membership

Engages with community partners and participates in community activities to enhance the visibility of Girl Scouting to ensure community's support and collaboration with the Girl Scout Council.

Peer Relations and Execution

Together with four other Area Membership Managers and the Manager of Membership Initiatives works closely with the Director of Membership to develop and implement innovative strategies that increase recruitment and retention of girls and adults. In collaboration and coordination with other Membership Managers, effectively initiates solutions that will benefit the entire membership staff to create efficiencies in the execution of new opportunities, techniques and approaches that will measurably increase and retain membership.

Cross-Departmental Collaboration

Works with other departments on the development of retention programs for girls. Supports and implements grant funded programs. Ensures field staff support other council activities, including SHARE (annual giving campaign), cookie sales, and other Council-wide initiatives.

Motivating Volunteer Base

Builds relationships with Association leadership and Service Unit Managers in the assigned area in order to problem solve and take appropriate action to ensure the development effective strategies to improve service delivery and understanding of membership goals. Manager will serve as the primary contact for Association leadership in area of responsibility. Manager will also provide guidance to Service Unit teams in the selection and training of administrative volunteers.

MINIMUM QUALIFICATIONS:

Bachelor's degree or equivalent directly related work experience. Ability to supervise and manage a diverse group of individuals with diverse skills and diverse areas served. Excellent written and verbal communications skills. Skilled in conflict resolution and volunteer management a plus.

The ability to make effective public presentations and speeches to a variety of audiences (volunteers, girls, community stakeholders). The ability to manage multiple priorities simultaneously and to work under pressure and tight deadlines. Ability to work in a team setting with peers to find successful avenues of implementation for the whole department. Ability to work collegially with peers and direct reports.

Knowledge of office administration, supervision, volunteer management and budget execution.

PREFERRED QUALIFICATIONS:

Supervision of professional staff. Knowledge of Girl Scouting and/or management of membership/volunteer activities in a non-profit setting.

Human Resources
February 2016