

GIRL SCOUT COUNCIL OF THE NATION'S CAPITAL

POSITION DESCRIPTION

POSITION: Membership Initiatives Specialist

REPORTS TO: Area Membership Manager

PRIMARY AREAS OF WORK:

Under general supervision and direction, the Membership Initiatives Specialist is responsible for mastering membership development skills and meeting Council goals for recruitment of girls ages 5-17 in underserved communities, in an assigned geographic area.

SPECIFIC DUTIES:

Contribute to the overall accomplishment of the Corporate Goals by meeting membership registration goals for girls, demographic representation and other identified elements in an assigned geographic area. In coordination with supervisor, create, implement and update as needed, an annual plan of work to meet assigned goals and benchmarks. This includes:

- In conjunction with Membership Specialists, recruit girls in underserved areas to participate in programs, events and day camps to meet annual goals and milestones as outlined by the Director of Membership and the Area Membership Manager.
- Recruit, appoint, train, place and supervise volunteers to staff recruitment events Council-wide, such as: day camps, conferences, program events, and 6-week program experiences.
- In collaboration with Membership Specialists, recruit, hire and train staff for a portion of up to 4 community-based camps as directed by the Area Membership Manager. Work in partnership with the Area Membership Team to ensure safe, high quality staff training and program delivery.
- Attend Back-To-School Nights and other recruitment events as directed by the Area Membership Manager to ensure coverage and outreach to include linguistic support and inclusion in troops, where applicable.
- Form new troops to meet bench mark goal as determined by Area Membership Manager.
- Secure program, event and day camp sites through partnership with community partners, principals and after school coordinators at local schools, community centers.
- Develop programming and train volunteers on delivery for various programs and events according to the goals and objectives of the Council and as directed the Area Members Manager and the Director of Membership.
- Ensure that the registration forms for girl and adult members are accurate, complete, and submitted to the Customer Care department according to established procedures and deadlines.
- Compile and maintain records to accurately report participation and community impact of programs, events and day camps as required by Council staff and funders.

- Conduct and report on focus groups with both girl and adult to assess program impact.
- Increase visibility and expand volunteer base by coordinating with community service organizations, college clubs, and academic departments of local colleges and universities; reach volunteer recruitment targets.
- Participate in Council and departmental administrative/activity task as assigned.
- Develop with direction of the Area Membership Manager a plan of work to be submitted on a regular basis (a minimum of 4 times a year).

MINIMUM QUALIFICATIONS:

- Bachelor's degree or equivalent related work experience.
- Experience with Microsoft Office package, including Word and Excel.
- Excellent verbal, written and interpersonal communications skills.
- Excellent presentation skills and ability to interact effectively in a public setting.
- Ability to work well with people of all ages, adults and children.
- Successful candidate will be sensitive to people of other cultures and all abilities.
- Must be able to maintain a flexible work schedule consisting of evening and weekend meetings and events.
- Must have access to an automobile for daily travel within the jurisdiction.
- Must be able to lift 35 pounds without difficulty.

PREFERRED QUALIFICATIONS:

- Excellent verbal, written and interpersonal communication skills in both Spanish and English.
- Preference may be given to candidates with Girl Scout experience and experience working with volunteers in a leadership role.