



Job Title: Recruitment Specialist  
Department: Girl and Volunteer Recruitment                      Location: Newark, DE  
Reports To: Director Girl and Volunteer Recruitment

FLSA Classification:                      Exempt: X                      Non-exempt: \_\_\_\_\_

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**Coverage Areas:** Cecil County, Kent County, MD, (Middletown/Odessa/Townsend, DE), Southern New Castle County, Talbot County, MD, Caroline County, MD and Queen Anne's County

### **Job Summary**

The Recruitment Specialist (Outside Sales) is responsible for developing and executing effective recruiting strategies to increase awareness and participation in Girl Scouting through a variety of in-person meetings, presentations, and networking opportunities with community organizations, corporations, schools, educators, faith-based institutions and other community constituents. She/he is responsible for securing girl and adult volunteer participation and community partnerships through community cultivation, lead generation and follow-up. The Recruitment Specialist works collaboratively with members of the Placement and Community Outreach teams, as well as cross-functionally with other departments to ensure achievement of GSCB girl and adult membership goals.

### **Essential Duties and Responsibilities**

- Assists in achieving the Council's goals for girl and adult membership through implementing membership strategies in assigned areas of responsibility that generates and results in, increased girl and adult volunteer leads.
- Designs and implements a comprehensive plan for girl and adult membership growth in targeted areas of responsibility by utilizing the opportunity catalog, researching market data, membership trends, and other pertinent information relevant to designated geographic areas.
- Prepares action plans and schedules to identify specific targets and to project the number of contacts to be made in order to meet membership goal. Monitors status reports of lead results to ensure goals are achieved.

- Utilizes Sales Force (CEI – Volunteer Systems) customer management system to support pursuance of leads throughout the recruitment process.
- Seeks opportunities to engage and keep in contact with community organizations, agencies and leaders, educators, schools, and faith-based institutions to increase awareness of and participation in Girl Scouting.
- Promotes Girl Scouts to girls, families, volunteers and cultivates relationships with appropriate community leaders, organizations, and businesses to support recruitment efforts within targeted areas, to positively impact membership growth.
- Ensures Girl Scouts welcomes all girls and adults by embodying the Girl Scout way of diversity and inclusiveness.
- Follows up on new leads and referrals resulting from field activity in a timely fashion. Ensures data entry of leads into Salesforce (CEI - Volunteer Systems) database.
- Works with cross-functional team to determine or develop innovative techniques to ensure the effective delivery of recruitment strategies.
- Promotes and assists with Council wide programs, activities, public relations and fund development endeavors including United Way.
- Performs duties as assigned.

**Competencies and Areas of Expertise May Include:**

- Self-management and assurance - an initiative-taker who can work independently with minimal oversight; continually reassessing own skills and identifying areas for improvement; adaptable; and is attentive to detail.
- Active Listening - ability to skillfully use a variety of questions and other active listening techniques to promote a robust discussion with members/customers and identify needs.
- Marketing Knowledge – has demonstrated knowledge of the basic principles of marketing (for example, market identification and segmentation, interpretation and use of market data). Demonstrates comfort in presenting the value behind solutions in a way that resonates with what is most important to the potential members/customers of the organization.
- Sales Ambition and Drive – understands the sales process and management of leads. Accepts ambitious goals and energetically and confidently drives to achieve those goals. Recognizes opportunities to “close” and has demonstrated ability to ask for the business/customer transaction. A self-starter who can work independently with minimal oversight and take initiative.
- Oral and Written Communication abilities (i.e. In person, verbal, written, and/or phone); expresses ideas and facts in a clear and understandable manner appropriate for the individual or group; listens to and comprehends what others are saying; prepares organized and structured presentations; has demonstrated ability

to work with a wide range of sensitive and confidential issues and communicate effectively with a diverse group of girls, volunteers, and staff.

- Interpersonal Relations - establishes rapport with others at all organizational levels; respects others; considers and responds to the needs, feelings, and capabilities of others; establishes and maintains an open dialogue with others; has demonstrated ability to market the Girl Scout value proposition through a variety of communication venues including in person, phone, and online.
- Customer Responsiveness - seeks and acknowledges the views and ideas from customers (for example, internal and external); identifies, prioritizes, and balances customer issues; takes time to answer questions and explain decisions; follows through on commitments to customers in a timely manner; maintains a commitment to continuous improvement.
- Networking - Maintains and fosters contacts inside and/or outside the council to gather information, receive support, and solve problems; actively maintains a presence in Girl Scout activities, professional and community organizations, and in the workplace; builds new relationships and collaborations with community members (for example, vendors and business partners) to help address Girl Scouting goals, promote visibility, and cultivate membership.
- Technical computer skills in Sales Force (CEI – Volunteer Systems), Microsoft Office including Word, Excel, Outlook, and social networking

#### **Physical Demands:**

- Must be able to work both in an office setting and independently and capable of lifting 25 pounds.
- **Direct Reports:** None

#### **Travel/Hours**

- Approximately 60-70% of the job will be outside office setting cultivating new and current relationships, and generating new leads through recruitment events.
- Working evenings and occasional weekend is required based on defined recruitment strategies to ensure achievement of overall goals.

#### **Education/Experience**

- Bachelor Degree in relevant marketing/sales/volunteer management/business administration or related field from an approved college or university. Other combinations of education and experience that demonstrate the ability to perform the duties of the position may be considered.
- Prior experience in outside sales or membership recruiting, with a proven track record of consistency in achieving quota, marketing, community relations, or other relevant area preferred.

### **The Following Requirements Apply to All Positions**

- Become a registered member of the Girl Scouts of the United States of America. Have working knowledge of the Girl Scout philosophy and program, and be committed to the Girl Scout mission.
- Cope with stressors and demands that are associated with the job and/or the work environment so that acceptable and defined levels of performance and overall contribution are maintained. While all jobs involve dealing with stressors, the particular stressors may vary job to job.
- Adaptable and flexible work environment including but not limited to working additional hours (nights and weekends) as business needs may require, handling more than one task concurrently and, easily adapting to new assignments, systems, and processes.
- Possess a valid Driver's License and have regular access to a reliable vehicle.
- While all these continuing responsibilities apply to all jobs in Girl Scouts, the specific ways in which they apply, vary from job to job.

**Exposures and Environment Conditions: None**