



of the chesapeake bay

**Position Title:**

Volunteer Engagement Specialist (R2)

**Department:** Volunteer Engagement

**Reports to:** Volunteer Engagement Manager

**Location:** Hybrid

**Counties Served:** Region 2 (Southern New Castle County, Kent County (DE), Kent, Queen Anne's Counties (MD))

**Classification:** Full-time

**FLSA:** Non-Exempt

**Position Summary**

The Volunteer Engagement Specialist works as a part of the regional team in delivering exceptional member support and management oversight of Girl Scout Volunteers, specifically, Service Unit Teams and Troop Leaders. They are responsible for the execution of strategies and initiatives that drive sustainable membership growth through the support and retention of Girl Scout members and Volunteers in geographic territories. In addition, the Volunteer Specialist is responsible for working collaboratively with the Community Engagement Team to support delivery of recruitment initiatives, and across all GSCB departments to ensure volunteers are prepared to deliver a high-quality Girl Scout Leadership Experience.

This role will also provide specialized support to all newly formed troops and volunteers by providing troop recruitment and caregiver engagement strategies and resources to programming in line with the Girl Scout Leadership Experience. The Volunteer Engagement Specialist, with a passion for Girl Scouts and leadership development, plays a crucial role in the council by increasing youth and adult membership recruitment and retention.

*The Volunteer Engagement Specialist position is a hybrid position, NOT a fully remote one. The individual MUST reside within the DelMarVa Peninsula and will be required to attend in-person activities within their regional county footprint when needed.*

**Essential Duties and Responsibilities**

Recruitment and Retention

- Assists in achieving the Council's goals for girl and adult membership through implementing membership strategies within assigned territory, generating increased youth and adult volunteer leads.
- Utilizes Sales Force (Volunteer Systems) customer management system to support the pursuance of prospects/leads throughout the recruitment process. Ensuring timely follow-up with new prospects/leads and referrals resulting in conversion to members.
- Assists placement efforts through communication with troop co-leaders and parent/guardians, ensuring girls are placed into opportunities promptly.
- Partners with Volunteer Engagement Manager to implement a comprehensive plan for girl and adult membership growth within assigned territory by utilizing the opportunity catalog, researching market data, membership trends, and other pertinent information relevant to designated geographic areas.
- Accountable for the retention of members by organizing, implementing, and promoting girl and volunteer renewal within assigned territory.
- Ensures that membership growth and retention activities are consistent with the Girl Scout mission; ensures Girl Scouts welcomes all Girl Scout youth and adults by embodying the Girl Scout way of diversity and inclusiveness.

### Service Unit and Troop Support

- Recruits, appoints, and mentors Service Unit Managers, partnering with them to build dynamic and successful Service Unit Team.
- Accountable for local product program management regarding training and daily support.
- Partners with Service Unit Managers in schedule, planning, and participating in Service Unit meetings within assigned territory.
- Manage relationships with all Juliette members within assigned territory through regular communication and ongoing engagement at the Service Unit Level.
- Responsible for specialized support of all new troop leaders within assigned territory.
- Mentors and supports volunteers in all facets of volunteer management including recruitment, placement, training, retention, recognition, and evaluation.
- Interprets the Girl Scout Leadership Experience, Volunteer Essentials, council policies and safety procedures to act as the primary expert in all areas of the troop pathway for the effective delivery of the Girl Scout Leadership Experience.

### General Support

- Assists in the development of training, resources, and marketing materials to simplify the volunteer experience. Works with a cross-functional team to determine or develop innovative strategies to ensure the effective support of troop leaders and service units.
- Promotes volunteer training, Girl Scout programs, events, camp, travel, and troop volunteerism to volunteers, girls, families, and community members.
- Provide support for problem-solving, conflict resolution, and mediation of volunteer relationships when necessary.
- Utilizes Girl Scouts of the Chesapeake Bays Customer Relationship Management (CRM) system to provide timely, professional, quality customer service to members, volunteers, staff, partners, and other community contacts.
- Performs other duties as assigned.

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

- Technical computer skills in Microsoft Office including Word, Excel, Outlook, customer relationship management systems, and social networking.
- 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.
- Customer Service / Volunteer Management - Demonstrates a strong commitment to delivering exceptional customer service while effectively supporting, engaging, and retaining volunteers. Serves as a knowledgeable, responsive, and solutions-oriented point of contact for volunteers, caregivers, and community partners, ensuring positive and consistent experiences aligned with organizational values.
- Project Management - Demonstrated ability to manage multiple projects with competing priorities and deadlines; sets short- and long-term goals aligned with council objectives; anticipates challenges and opportunities; and adjusts plans based on day-to-day operational insights.

- Judgment and Decision-Making - recognizes when immediate action is required; recognizes when sufficient information has been obtained to make a decision; makes decisions where appropriate or refers decisions to the appropriate organizational level; makes decisions without undue delay
- Team-Building - Applies effective team-building techniques; collaborates to develop optimal solutions; fosters a team-oriented approach; promotes partnerships across work units; clearly defines shared responsibilities and outcomes; shares information openly; recognizes team achievements; and encourages shared decision-making.
- Customer Responsiveness - Actively seeks and values customer input; prioritizes and balances customer needs; communicates decisions clearly; follows through on commitments; and demonstrates a commitment to continuous improvement.

**Physical Demands:**

- Must be able to work both in an office setting, and independently, and capable of lifting 25 pounds.

**Direct Reports:**

- None

**Travel**

- Approximately 50% field-work within assigned region
- Evenings/weekends are required based on duties and responsibilities with attending and participating in leader meetings, and troop/service unit events.

**Education or Experience**

- Bachelor's degree in relevant business administration/volunteer management/marketing/sales or related field from an approved college or university is preferred but not required.
- Other combinations of education and experience that demonstrate the ability to perform the duties of the position may be considered.
- Prior experience in volunteer management, people management, marketing, or other relevant areas is preferred.

**The Following Requirements Apply to All Positions**

- Candidate must reside within the assigned territory for field work, however administrative tasks are completed remotely
- 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