

GSCI Position Description

GIRL SCOUTS OF CENTRAL INDIANA, INC

Position Title: Recruitment Manager

Reports To: Recruitment Director

Status: Exempt, Pay Grade 5

JOB SUMMARY

The Recruitment Manager is responsible for developing and executing effective sales strategies to increase awareness of and participation in Girl Scouting through use of a marketing sales campaign(s). In an established geographic area, he/she is responsible for generating leads and prospects to meet sales goals and increase overall Girl Scout troop membership growth by securing new adult volunteers, new girl members, and community partnerships.

Essential Duties and Responsibilities

- In designated service area, adapts membership trends, market share data, demographic information, etc. to campaign tactics to achieve or exceed membership goals.
- Responsible for implementing year-round sales strategy with the focus being to increase new membership through enlisting girls and securing troop leaders and other volunteers to support and deliver the Girl Scout Leadership Experience in the Girl Scout troop model.
- Identifies and develops relationships with appropriate community leaders, organizations, schools, religious/educational institutions, businesses and volunteers to share the Girl Scout story to increase membership.
- Engages, trains, equips and manages volunteers and part time staff to promote and deliver activities to support the campaign leading to membership growth.
- Ensures Girl Scouting is open to all girls and adults by delivering the Girl Scout message of pluralism and diversity to prospective members of the council.
- Prepares a variety of status reports and documentation of activity, follow-up and adherence to processes and goals.
- Utilizes standardized methods to document and measure sales success within areas of responsibility.
- Ensures the integrity of data (Salesforce, etc.).
- Provides project management and planning support to SU Registrar, School Liaison/ Troop Organizers, and other volunteers in support of new member recruitment sales efforts.
- Works with cross-functional team to ensure the effective and seamless delivery of recruitment strategies and processes.
- Works interdepartmentally to ensure Council goals are met.
- Performs other duties, as assigned, to meet GSCI goals.

CORE COMPETENCIES

- 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.
- Marketing Skill - Attracts support for the Girl Scout program, its key messages, and products, by promoting visibility and credibility of Girl Scouts in the community and to girls; identifies, seeks to understand, and influences the local market for Girl Scouting; effectively promotes Girl Scout program and products (for example, creates, plans, and implements sales campaigns).
- Sales Ambition and Drive – Understands the sales process and management of leads. Sets 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; is flexible, adaptable, self-managed, organized, and has a strong attention to detail.
- Oral and Written Communication and Presentation 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.
- Adaptability: Adjusts, modifies own behavior and remains flexible in response to changing situations and environments, new or rapidly changing information, unexpected obstacles or people expressing varying perspectives, needs, and demands; maintains high performance, emotional composure, objectivity and balanced perspective under pressure, shifting priorities, opposition or situational ambiguity.
- Self-management and Confidence - Assesses own skills and abilities and identifies areas for improvement; willingly accepts constructive feedback; seeks developmental opportunities; sets and achieves goals; works independently. Demonstrated confidence to prepare for conversations and visits with potential members/customers by gathering key information and setting strong objectives to achieve successful outcome.
- 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, with particular emphasis on in person communication in one-to-one, small group, and large group settings.
- Excellent technical computer skills in Microsoft Office including Word, Excel, Outlook, customer relationship management systems, and social networking.

JOB QUALIFICATIONS—Knowledge, Skills & Abilities

- Bachelor's degree in Business, Management, Marketing/Sales or related field, strongly preferred.
- Minimum 2 years proven success meeting sales, marketing and/or recruiting goals. Experience with a volunteer workforce or membership organization is a plus.
- Excellent verbal and written communication skills; Ability to motivate both staff and volunteers to achieve council goals.
- Strong organizational and time management skills.
- Self-starter; ability to work independently or in teams.
- Experience and sensitivity in working with people from a variety of backgrounds.
- Proficient in Microsoft Office Suite including Outlook, Word, Excel and PowerPoint.
- Demonstrate and promote a climate of courtesy, respect and professionalism to coworkers, the volunteers served by this council, and others with whom the job puts her/him in contact.
- Willingness and ability to work a flexible schedule including evenings and weekends.
- Must hold membership in the Girl Scout organization and subscribe to the tenets of the Girl Scout Promise and Law.
- Attendance is an essential job requirement defined as having regular, consistent, reliable, punctual and predictable attendance including the ability to work regular hours and shifts, before and after hours, and on weekends.
- Must be able to travel within established geographic areas and council service centers, as necessary.
- Must have reliable transportation, hold a valid drivers' license and meet GSCI driving record and automobile insurance requirements.
- Must complete and pass a criminal background check.

Equal Employment Opportunity (EEO)

Girl Scouts of Central Indiana is an equal employment employer. We will recruit, hire, train and promote persons in all jobs titles without regard to age, color, disability, gender, national or ethnic origin, race, religion, sexual orientation or veteran status.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this position, the employee is regularly required to speak or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools or controls. The employee is occasionally required to stand; walk; sit; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl, work in an office environment, work in a seated position, and work with computers.

The employee must be able to drive and have a valid driver's license. The employee must lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus. The noise level in the work environment is usually moderate.