



Association of Girl Scout Executive Staff

“Committed to Professional Excellence”

Job Posting

Girl Scouts of Central Maryland Position Description

Date: November 2009
Title: Membership and Community Development Specialist I
Unit/Department: Membership Services/Membership Department
Reports to: Director, Membership Services

Position Summary: The Membership and Community Development Specialist I functions as part of a membership team and is accountable for marketing Girl Scout membership to girls and adults and for providing on-going support to adult volunteers in an assigned geographic area. The incumbent is responsible for recruiting and retaining Girl Scout membership of girls and adults in assigned areas. The incumbent is responsible for meeting Council goals for recruitment and retention of girl and adult members in assigned geographic areas and for supporting all other goals of the Council.

Essential Duties and Responsibilities:

- Recruit, select, appoint, orient and supervise administrative volunteer membership personnel by actively supporting membership extension to all segments of the population.
- Plan and implement strategies for the cultivation, recruitment and retention of girls and adults based on a current knowledge of data on demographics, membership trends and community resources.
- Develop specific marketing approaches for Girl Scout programs in the community by establishing and maintaining contacts on an on-going basis with local religious, educational, cultural, service, professional and other appropriate groups to achieve membership goals.
- Increase community visibility by identifying resources, forming beneficial partnerships with groups/businesses and ensure proper planning for participation in activities which provide the opportunity to enhance visibility and conduct presentations to promote the awareness of the Girl Scout program and its benefits to members.
- Maintain accurate records on membership, ethnic, event participation, retention and reporting as required or scheduled by directors/managers and/or other staff.
- Fill administrative and leadership vacancies with effective volunteers, placing special emphasis on increasing diversity. Ensure that key positions such as the Service Unit Manager and Service Unit Registrar are appointed and trained in the registration process. Acts in the place of administrative volunteers as necessary.
- Manages a field assignment of 6 to 7 service units.
- Develop and maintain structures to provide effective support services to leaders and to ensure that Girl Scout program is vital and responsive to girl and community needs in assigned geographic areas. Remain informed of all Council business to effectively communicate with volunteers and staff.
- Design and implement innovative approaches in program delivery where traditional systems are not effective.
- Support volunteer leadership through regular contact/meetings, timely telephone and email communication, team building activities, problem solving and conflict resolution and act as the liaison for volunteers with other Council staff.
- Monitor service unit and troop level registrations to ensure that paperwork is error free and submitted in accordance to procedures and deadlines established by the Council.
- Apply human relations and conflict resolution skills in dealing with interpersonal problems.
- Promote and solicit volunteer support for council fundraising efforts including the Cookie Sale, Family Share and other campaigns. Identify potential donors and fundable projects.



- Collaborate in the planning and implementation of team efforts to strengthen service to the assigned geographic area and support communication and cooperation among work units.
- Attend and actively participate in Council sponsored promotional activities and events.
- Support the assigned Director of Membership to ensure that needs assessments are conducted and assist with the administration of the team planning and budget process.
- Contribute to the goal of creating an inclusive organization by working harmoniously with diverse staff and volunteer personnel and ensuring that all systems, practices and procedures are inclusive.
- Perform other duties as needed or requested.

Skills, Education and/or Relevant Experience

- BA/BS College degree preferred or equivalent work experience
- Demonstrated ability to develop and implement marketing plans based on analysis
- Excellent verbal, written and interpersonal skills required
- Excellent presentation skills
- Excellent problem solving and conflict resolution skills required
- Excellent time management skills required
- Excellent computer skills
- Demonstrated ability to effectively manage resources and projects
- Must be able to lift 35 pounds without difficulty
- Ability to work productively with diversified groups of people
- Ability to work varied hours/days as business dictates; some weekends and nights required
- Must have access to an automobile and possess valid Maryland driver's license and have proof of insurance
- Membership in the Girl Scout Movement is required
- Attend, actively participate and successfully complete required Girl Scout training

Preferred Qualifications

Preference may be given to candidates with Girl Scout experience and/or the experience of working with volunteers in a leadership role.

Grade: 7

Hiring Salary Range: \$38,000 - \$51,800

GSCM offers a comprehensive benefits package. To be considered for this opportunity, please submit your resume through jobs@gscm.org or fax to 443.692.5000. Please be sure reference Membership Specialist in your subject line.