



Job Title:	Recruitment Specialist (Outside)
Reports To:	Director of Recruitment
Status:	Exempt
Work Location:	Laredo
Last Update:	July 2018

Position Summary

The Outside Recruitment Specialist is responsible for developing and executing effective recruitment strategies to increase awareness of, and participation in Girl Scouting. She/he is responsible for generating leads and prospects to meet recruitment goals and increase overall adult and girl membership growth by securing new adult volunteers, new girl members and community partnerships in order to implement Girl Scouting within an assigned area.

Essential Duties and Responsibilities

1. Designs and or implements a comprehensive plan for girl and adult membership growth in targeted areas.
2. Responsible for implementing year-round recruitment strategy with a focus on an increase in new membership through enlisting adults and girls, securing troop leaders, and other volunteers to support and deliver the Girl Scout Leadership Experience in the Girl Scouts troop model.
3. Implements membership recruiting marketing strategies outlined in the council's strategic plan and other council goals.
4. Prepares action plans and schedules to identify specific targets and to project the number of contacts to meet goals.
5. Adapts membership trends, market share data, demographic information, etc. to achieve or exceed goals for girl and adult membership through implementing membership strategies in assigned areas.
6. Utilize Girl Scouts customer relationship management system.
7. Seeks opportunities to engage and cultivate relationships with appropriate community organizations, agencies and leaders, educators, and faith-based institutions to increase awareness of and participation in Girl Scouting and support recruitment efforts.
8. Engages, trains, equips and partners with volunteers to promote and deliver activities to support the recruitment campaign leading to membership growth.
9. Provides project management and planning support to service unit registrars, school liaisons, recruiters and other volunteers in support of new member recruitment efforts.
10. Utilize technology to prepare status reports and documentation of activity, follow-up and adherence to processes and goals for recruitment.

11. Utilizes standardized methods to document and measure recruitment success within areas of responsibility.
12. Ensure integrity of data and independently run reports (Salesforce, Infoscout, etc.)
13. Works with the girl and volunteer experience (retention) and community partnership teams to ensure the effective and seamless delivery of recruitment, strategies and processes.
14. Ability to clearly describe the Girl Scouts Commitment to Girls, including the Girl Scouts Leadership Experience, and tell our story on what a girl gains from being a member of girl scouting.
15. Promotes and assists with Council wide programs, activities, public relations and fund development endeavors.
16. Extensive local travel.
17. Ensures Girl Scouting is open to all girls and adults by delivering the Girl Scouts message of pluralism and diversity to prospective members of the Council.
18. Performs other duties as assigned by the Director of Recruitment.

CORE COMPETENCIES

1. Achieve results
2. Volunteer focus and partnership
3. Communication/Presentation
4. Relationship Building

JOB QUALIFICATIONS - Knowledge, skills and abilities

1. Bachelor's degree, with a Marketing/Sales background or equivalent experience in related field strongly preferred.
2. Bilingual (Spanish) bicultural, preferred but not required.
3. Excellent verbal and written communication skills.
4. Experience in Salesforce.com is a plus.
5. Minimum of 2 years in recruitment or sales experience with a proven ability to close the deal and achieve results
6. Must hold membership in the Girl Scout organization and commitment to the mission and goals of Girl Scouting including the Girl Scouts Promise and Law.
7. Demonstrate and promote a climate of courtesy, respect and professionalism to coworkers, volunteers, and others you come in contact with.
8. Proven ability to work with volunteers, community leaders, organizations, and businesses.
9. Proven ability to effectively manage multiple priorities, meet deadlines and produce results.
10. Ability to work a flexible schedule including travel nights and weekends.
11. Proven proficiency in Microsoft Office Suite including Outlook, Word, Excel and PowerPoint.
12. Verbal fluency, good grammar and professional appearance.

13. Adheres to the Council's Affirmative Action Policy, which ensure that there will be no discrimination on the basis of race, color, ethnicity, sex, national origin, socioeconomic status, disability, sexual orientation or age.
14. 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, when required.
15. Must complete and pass a criminal background check.

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 occasionally 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.

To apply please send resume and cover letter to careers@gsgst.org.

**Girl Scouts of Greater South Texas
Corpus Christi-Harlingen-Laredo-McAllen-Victoria, TX**

We are an at-will, equal opportunity and affirmative action employer.