



Job Title: Recruitment Specialist
Reports to: Director of Membership
Status: Full-Time, Non-Exempt
Work Location: McAllen
Last Updated: February 10, 2023

Job Summary

The Recruitment Specialist is responsible for implementing and developing a recruitment plan that will retain and increase girl and adult members in assigned geographic areas. This role is responsible for generating qualified girl and adult leads as well as registering new members on-site during recruitment events and experiences. The Recruitment Specialist will convert interested customers into new girl and adult members, forming new troops by converting adult leads into volunteer roles, and placing new girl members into troops or another participation opportunity.

Essential Duties and Responsibilities

- Assists in achieving the council's goals for girl and adult membership through developing and implementing membership strategies in assigned areas.
- Implement recruitment strategies and tactics aligned with your council's membership strategy and goals for all membership products – annual girl and adult membership; extended year girl and adult membership; young alum and lifetime membership.
- Designs and/ or implements a comprehensive plan for girl and adult membership growth in targeted areas by 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.
- Seeks opportunities and keeps in contact with community organizations, corporations, schools and educators, and faith-based institutions to increase awareness of and participation in Girl Scouting.
- Cultivates relationships with appropriate community leaders, organizations, and businesses to support recruitment efforts within targeted areas to positively impact membership growth.
- Follows up on new leads and referrals resulting from field activity in a timely fashion.
- Assist new leads and prospects with completing the membership registration process.
- Form new troops by converting adult members into volunteer roles.
- Performs other duties as assigned.

Skills and Qualifications

- Ability to manage multiple priorities/projects, meet deadlines, and manage time effectively.
- Ability to speak to small and large groups.
- Able to maintain a high level of confidentiality.
- Able to learn, understand, and apply case management system in Salesforce.
- Ability to handle stressful calls/situation and handle rejection from uninterested parties.
- Demonstrates initiative in solving problems.

- Excellent writing skills and experience preparing written materials for use by the public.
- Experience planning and coordinating activities for large numbers of diverse participants.
- Strong communication and presentation skills including the ability to articulate the mission and goals of GSGST to the community.
- Strong customer service skills and the ability to take ownership and responsibility for all performance related goals.
- Technical computer skills in Microsoft Office including Word, Excel, Outlook, PowerPoint, Salesforce, and social networking.
- Willing to work nights and weekends as necessary.

Hours/Travel

- Regular weekdays
- Expectation of working evenings and weekends
- Must be able to travel within established geographic areas and council service centers, as necessary

Education/Experience

- Sales experience preferred
- Bilingual preferred, but not required.
- Minimum (1-2) years applicable administrative, project management experience, or equivalent combination of education and practical work experience.
- Experience with Salesforce.com is a plus.

Licensure/Membership Requirements

- Valid Texas driver's license, access to reliable transportation, and proof of insurance.
- Employee is required to maintain membership with Girl Scouts of the United States of America throughout the duration of their employment with GSGST.
- Must complete and pass a Criminal Background Check.

Benefits

- Paid time off
- Medical Coverage available including: health, dental, vision, life, and supplemental

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.