



Job Title: Recruitment Specialist
Reports to: Director of Membership
Status: Full Time, Non-Exempt
Work Location: Harlingen
Last Updated: June 2024

Job Summary

The Recruitment Specialist is responsible for developing and implementing a recruitment plan to retain and increase the number of girl and adult members in assigned geographic areas. This role generates qualified girl and adult leads and registers 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 the 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 project the number of contacts to be made to meet membership goals.
- Seeks opportunities and keeps in contact with community organizations, corporations, schools, 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/situations 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 in 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, and PowerPoint,
- Salesforce and social networking.
- Willing to work nights and weekends as necessary.

Education/Experience

- Bachelor's degree in a related field or equivalent experience.
- Sales experience
- Bilingual preferred but not required.
- Minimum of 1-2 years of relevant administrative or project management experience or an equivalent combination of education and practical work experience.
- Experience with Salesforce.com is a plus.

Hours/Travel

- **Regular weekday hours** with an expectation of working evenings and weekends as needed.
- **Must be able to travel** within designated geographic areas and to council service centers regularly.

Licensure/Membership Requirements

- A valid Texas driver's license, reliable transportation, and proof of insurance are required.
- Employees must maintain membership with Girl Scouts of the United States of America for the duration of their employment with GSGST.
- Completion and passing of a Criminal Background Check is mandatory.

Benefits

- Paid time off.
- Medical coverage options include health, dental, vision, life, and supplemental insurance.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

- The physical demands described here are representative of those an employee must meet to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.
- While performing the duties of this position, the employee is regularly required to speak or hear. The employee is frequently required to use their hands or fingers to handle, feel, or operate 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. This position requires specific vision abilities, including close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus. The noise level in the work environment is usually moderate.

DISCLAIMER

The information provided outlines the general nature and level of work expected for this position. It is intended to be a partial list of all duties, responsibilities, qualifications, and objectives required for employees in this role.

EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER

Girl Scouts of South Texas is an equal-opportunity employer. We are committed to recruiting, hiring, training, and promoting individuals in all job titles regardless of age, color, disability, gender, gender identity, national or ethnic origin, race, religion, sexual orientation, or veteran status.