

## **GIRL SCOUTS – WESTERN OKLAHOMA, INC.**

POSITION TITLE: Field Marketing Executive  
REPORTS TO: Director Girl Leadership Experience  
DEPARTMENT: Operations  
CLASSIFICATION: Full-time/Exempt GRADE LEVEL: xx  
POSTING DATE April 28, 2010

### **POSITION SUMMARY:**

The Field Marketing Executive is responsible for developing and executing recruiting strategies, as well as building membership through events and girl/adult membership activities, in assigned geographic areas. The incumbent is required to recruit, brand, and build community awareness. This position is a direct representative of the Girl Scouts – Western Oklahoma to the community, volunteers and membership. Required skills in affective communication, encouraging and implementing the goals of Girl Scouts of Western Oklahoma are imperative. She/he will be the direct Council liaison in their assigned area attending all Service Unit meetings and other required meetings and functions on behalf of the Council. This is a sales position. Telecommuting may be required.

The incumbent develops and implements plans for membership extension through the work of volunteers and represents and extends Girl Scouting in the community through presentations, recruiting events, marketing, collaborative efforts and networking.

### **MAJOR ACCOUNTABILITIES**

1. Plans and implements a comprehensive plan for girl and adult membership growth by researching market data, membership trends, and other pertinent information relevant to designated geographic areas.
2. Plans, designs and implements innovative strategies to ensure the effective delivery of membership services. Determines the need for additional support by assessing community needs.
3. Provides information and interpretation of council and GSUSA's policies and programs to reinforce the role of Girl Scouting.
4. Cultivates local businesses and community organizations to identify fundraising opportunities.
5. Researches community needs and identifies local community resources to assist with the implementation of local service projects.
6. Identifies underserved areas or populations and develops/implements comprehensive plans to ensure delivery of Girl Scouting in those areas.
7. Assists in fund development by promoting council and troop fundraising events and identifying potential donors.
8. Responsible for initial contact with volunteer. Responsible for initial paperwork (surveys, application, etc.) Refers volunteer to Volunteer Relations Specialists for follow-up.

9. Acts as the liaison between service units and council.
10. Adhere to all GSUSA and council policies and procedures.
11. Contribute to the AA/EEO goals of the council by ensuring that the diversity of the council is reflected in programs, volunteers and girl membership
12. Creates pathway materials that are current and relevant to trends and issues affecting girls, and that meet stipulated outcome and quality requirements as outlined in the overall program plan.
13. Oversees the preparation and delivery of age level pathways ensuring diversity in pathway opportunities for all girls.
14. Assists in the development of marketing strategies for building collaborative relationships with community organizations, agencies and businesses to ensure support for Girl Scout program.
15. Promotes Girl Scouting in the community to enhance the understanding and appreciation of Girl Scout Leadership Experience and increases the visibility of Girl Scouting.
16. Performs responsibilities in conjunction with volunteers; provides volunteer supervision and training to support quality delivery of the Girl Scout Leadership Experience through diverse pathways.
17. Ensures that diversity and pluralism are embraced and incorporated into the work of the council.
18. Networks to build contacts, collaboration, and fundraising in the community.

### **SKILLS and QUALIFICATIONS**

- Bachelor's Degree or equivalent experience
- Professional human relations skills
- Self-starter with ability to manage time, work independently, and handle multiple priorities and to work as part of a team
- Strong written, oral, and interpersonal communication skills
- Ability to successfully handle conflict resolution
- Proficient computer literacy
- Skill in recruiting, managing and motivating volunteers, including successful and appropriate delegation
- Willingness to work flexible hours
- Willingness to travel council jurisdiction
- Willingness to work with diverse populations
- Valid driver's license, liability insurance, & continuous use of a vehicle
- Must carry 100/300/100 auto liability insurance

Note: While this job description is intended to be an accurate reflection of the requirements of the job, management reserves the right to add or remove duties when circumstances (e.g., emergencies, changes in workload, rush jobs, or technological developments) dictate.