



POSITION DESCRIPTION

POSITION TITLE: Membership Recruitment Specialist

OPERATING UNIT: Membership Support

REPORTS TO: Recruitment Manager

CLASSIFICATION: Full Time, Hourly

POSITION SUMMARY

The Recruitment Specialist plays a critical role in expanding Girl Scouts Western Oklahoma's reach and impact by driving membership growth through innovative, data-informed recruitment strategies. This role engages girls, families, educators, and community partners through a mix of in-person outreach, digital campaigns, and strategic relationship-building.

With an understanding that each community is unique, the Recruitment Specialist assesses local needs and identifies the most effective combination of outreach tactics—whether hosting a neighborhood sign-up event, piloting culturally responsive campaigns, or developing program partnerships that foster volunteer participation and leadership development. Success in this role requires curiosity, cultural awareness, and a results-oriented mindset to ensure inclusive, measurable outcomes.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Design and implement localized recruitment strategies tailored to the unique needs and opportunities of assigned communities, with a focus on both girl and adult membership growth
- Leverage digital platforms, social media, and emerging technology to amplify outreach, connect with diverse audiences, and enhance the visibility of Girl Scouts

- Build and sustain trusted partnerships with schools, community organizations, and families to foster enthusiasm, trust, and long-term engagement
- Recruit, inspire, and support adult volunteers to serve as troop leaders and mentors, ensuring every girl has access to troop experience
- Cultivate close partnerships with Service Unit Recruiters by training, motivating, and co-planning recruitment efforts to ensure aligned, community-embedded strategies
- Maintain accurate and timely records in Salesforce, actively manage leads, and conduct follow-ups to maximize conversion and support data-informed decision-making
- Analyze data and apply real-time insights to adjust tactics and respond to shifting community needs, trends, and demographics
- Coordinate and lead in-person recruitment events and school-based outreach, requiring regular travel within assigned areas and occasional evenings or weekends
- Experiment with new, bold recruitment tactics to overcome barriers, expand access, and reach families in underserved or underrepresented areas
- Partner cross-functionally with internal teams to ensure a seamless and welcoming onboarding experience for all new members
- Other duties as assigned.

REQUIRED COMPETENCIES

- **Strategic Thinking and Adaptability:** Ability to design and execute tailored recruitment strategies using data-driven insights, adjusting tactics in response to evolving community dynamics and trends.
- **Relationship Building and Cultural Competence:** Skilled at establishing and nurturing authentic partnerships with diverse communities, schools, and volunteers, demonstrating cultural awareness and inclusivity.
- **Communication and Influencing Skills:** Exceptional verbal and written communication skills, capable of inspiring volunteers, engaging families, and clearly conveying the value of Girl Scouts across multiple platforms.

- **Data Management and Technology Proficiency:** Proficient in CRM systems (e.g., Salesforce) and digital tools for tracking leads, managing data accurately, and leveraging analytics to drive recruitment outcomes effectively.

SUPERVISORY DUTIES

- Oversee and support Service Unit Recruiters and other volunteers involved in recruitment efforts, providing guidance and coordination to help achieve community and council recruitment goals and ensure consistent execution of council initiatives.

EDUCATION AND/OR EXPERIENCE

- Bachelor's degree or equivalent.
- 3-5 years of experience in recruiting membership or sales, showcasing a consistent history of surpassing quotas.
- Bilingual (Spanish/English) Preferred

ADDITIONAL JOB REQUIREMENTS

- Successful completion of a background check and drug screen.
- Registration as a member of GSUSA.
- Access to dependable transportation.
- Valid driver's license.
- Must provide proof of 100/300/100 liability coverage on a personal vehicle.

REQUIRED SKILLS & QUALITIES

- Strategic planning and campaign development tailored to diverse community needs
- Proficiency with digital marketing tools, social media platforms, and emerging outreach technologies

- Strong relationship-building and partnership cultivation skills with schools, community groups, and families
- Volunteer recruitment, training, and motivation, especially working with Service Unit Recruiters
- Data management and analysis using CRM systems like Salesforce and analytics tools such as Looker
- Excellent communication and presentation skills for engaging diverse audiences in person and online
- Ability to adapt recruitment tactics based on real-time data and community feedback
- Event planning and coordination, including outreach in schools and community settings
- Collaboration and teamwork across internal departments and external partners
- Time management and organizational skills to manage multiple projects and deadlines
- Cultural competence and sensitivity to effectively serve diverse populations
- Self-motivated with a results-driven mindset and a passion for youth development and inclusion

COMPUTER EQUIPMENT AND SOFTWARE REQUIREMENTS

Proficiency in Microsoft Word, Outlook, and Excel is essential—previous experience or potential to learn the Salesforce.com platform to enhance tracking and measurement capabilities.

SELECTIVE ABILITIES & PHYSICAL DEMANDS *The incumbent must be able to perform the following qualifications to be offered and/or maintain employment in this position.*

- Physical capability to frequently kneel, bend, crouch, stop, and reach overhead.
- Ability to exert light force for lifting, carrying, pushing, pulling, or moving objects weighing up to 20 pounds.

- Comfort with extended periods of stationary work involving computer usage (monitor, keyboard, mouse).
- Effective verbal communication skills, including public speaking engagements.
- Willingness to work a flexible schedule, including evenings and weekends, to meet recruitment needs and community engagement opportunities.

WORK ENVIRONMENT

The employee will work both in an office setting and out in the community, often collaborating closely with staff and community members. The work environment can vary from quiet to moderately noisy, with occasional periods of high activity and fast-paced situations.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

As an employee, you are a representative of Girl Scouts Western Oklahoma and people form their impressions of the council in part, based on their interaction with you. Every personal contact is with a current or potential donor to the council, thus the impression we make through community and professional contacts, and involvement in collaborations with agencies, groups or organizations is important. Fund Development and Membership Recruitment is a role assumed by all staff positions.

The qualifications, physical demands, and work environment described herein are representative of those an employee will encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements listed in this document are the minimum levels of knowledge, skills and abilities.

I have read and understand the position description. I further understand and acknowledge that this current position description supersedes all former versions and shall in all instances apply.

Employee Name (Printed)

Employee Signature

Date