



POSITION DESCRIPTION

POSITION TITLE: Membership Recruitment Specialist

OPERATING UNIT: Membership Support

REPORTS TO: Recruitment Manager

CLASSIFICATION: Full Time, Hourly

Role Overview

The Membership Recruitment Specialist supports membership growth for Girl Scouts Western Oklahoma through coordinated outreach, recruitment events, and marketing-driven campaigns. This role works closely with the Marketing and Programs teams to plan and deliver community-based recruitment activities that increase visibility, engagement, and enrollment.

The position blends field outreach with campaign execution, requiring strong coordination, creativity in event planning, and consistent follow-through.

Key Responsibilities

Marketing & Campaign Execution

- Collaborate with Marketing to support local recruitment campaigns, promotions, and digital outreach
- Execute recruitment events, school activations, and community pop-ups in partnership with Programs

Event & Outreach Operations

- Plan and coordinate recruitment events, including logistics, materials, and on-site execution
- Test and refine event formats and outreach tactics to improve attendance and conversion
- Represent Girl Scouts at community events, schools, and partner locations

Community & Volunteer Engagement

- Build and maintain partnerships with schools, community organizations, and families
- Recruit and support adult volunteers, including troop leaders and Service Unit Recruiters
- Ensure outreach is inclusive, culturally responsive, and aligned with community needs

Data & Coordination

- Track leads, event results, and follow-ups in Salesforce
- Use data and feedback to adjust outreach tactics and improve recruitment outcomes
- Coordinate with internal teams to support timely onboarding of new members

Qualifications

- Bachelor's degree or equivalent experience
- 3–5 years of experience in marketing, recruitment, events, sales, or community outreach
- Strong organizational and coordination skills
- Comfort executing events and engaging families in person
- Experience using digital tools, CRM systems, and social media platforms
- Valid driver's license, reliable transportation, and required insurance
- Bilingual (Spanish/English) is a plus

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.

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.

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

This role includes both office and community-based work with regular local travel. Evening and weekend availability is required during recruitment seasons and events. 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