



POSITION DESCRIPTION

POSITION TITLE: Recruiting Specialist
OPERATING UNIT: Membership Support
CLASSIFICATION: Full Time, Hourly

POSITION SUMMARY

The Recruiting Specialist is instrumental in expanding our organization's reach and influence. This role involves leveraging expertise in engagement, strategic planning, and relationship-building to contribute to our growth goals for girl and adult membership. The Recruitment Specialist will develop and execute effective recruiting strategies through in-person interactions to enhance our membership within designated geographic areas. This encompasses recruiting individuals for leadership training, fostering volunteer participation, establishing strategic program partnerships, and promoting engagement in community activities.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Strategically evaluate potential recruits, persuasively present our values, address objections, and secure recruiting agreements to drive our mission. When immediate agreements are not reached, aim to establish follow-up opportunities through Inside Sales.
- Collaborate closely with the team to craft and execute a comprehensive 12-month plan for growing girl and adult membership. Utilize insights derived from market data, membership trends, and other pertinent information to target specific areas for expansion. Successfully executing membership recruitment and marketing strategies, as outlined in our strategic and annual tactical plans, is crucial to our success.
- Develop action plans and timelines, identify precise targets, and project the required contact volume to meet membership goals. Utilize tools like Looker and Salesforce to create diverse status reports that quantitatively measure the impact of recruitment activities.
- Actively engage with community organizations, agencies, educators, faith-based institutions, and leaders to enhance awareness and participation in our mission.
- Establish and nurture relationships with community stakeholders, businesses, and organizations to foster membership growth and ensure inclusivity and accessibility for a diverse range of members and adults.
- Employ clear and compelling communication across all platforms to convey the value of membership to potential members. Collaborate with our Marketing and Communications team to ensure consistent branding and messaging alignment, including product program promotions, in all customer interactions.
- Work closely with volunteer staff to establish new troops and formulate recruitment strategies within designated geographical areas.
- Lead, mentor, and support volunteer Service Unit Recruiters, contributing to the achievement of Service Unit recruitment goals.
- Ensure cross-functional collaboration to meet objectives and identify innovative techniques to enhance the delivery of recruitment strategies.
- Provide superior follow-up and customer service to internal and external stakeholders.
- Meet weekly, monthly, and yearly recruitment goals.
- Work collaboratively with volunteer staff and oversee their work as needed.

- Develop and maintain written standard operating procedures (cookbooks) for assigned positions and duties.
- Actively participate in creating environments that foster diversity, equity, inclusion, and access through words, actions, and attitude

REQUIRED COMPETENCIES

- **Achievement Focus:** Demonstrates persistence, overcomes obstacles, measures self against excellence, seizes opportunities, sets and achieves challenging goals, and takes calculated risks for goal attainment.
- **Communication:** Proficient in active listening and comprehension, articulates ideas effectively in written and verbal form, maintains others well-informed, adept at choosing appropriate communication methods.
- **Customer Service:** Exhibits courtesy and sensitivity, adeptly handles challenging customer situations, fulfills commitments, promptly addresses customer needs, and actively seeks feedback to enhance service quality.
- **Problem Solving:** Skillfully develops alternative solutions, adeptly gathers and analyzes information, identifies and addresses issues promptly, and excels in group problem-solving contexts.

SUPERVISORY DUTIES

- Oversees volunteer committees designated to facilitate the recruitment of girls and adults within their jurisdiction.
- Oversee volunteer staff as needed.

EDUCATION AND/OR EXPERIENCE

- Bachelor's degree or equivalent is required.
- 3 – 5 years of experience in membership recruiting or sales, showcasing a consistent history of surpassing quotas.

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

- **Sales and Persuasion:** Proficient in building trust, asking insightful questions to understand needs, and conveying values using tailored, engaging language that inspires action. Strong oral and written communication skills. Bilingual Spanish skills are advantageous.
- **Human Relations / Interpersonal:** Skilled at connecting with potential volunteers and members, displaying sensitivity in interactions with people from diverse backgrounds. Demonstrates respect and fairness in all interactions.
- **Public Speaking:** Confidently delivers persuasive speeches in public and over the phone, converting leads into memberships.
- **Communication Skills:** Exhibits strong written and verbal communication, utilizing professional, concise, and compelling language.
- **Organizational:** Committed to enhancing operational effectiveness and efficiency, employing creative and positive approaches. Manages time adeptly, prioritizing and completing multiple tasks promptly.
- **Attention to Detail / Excellence:** Upholds the highest standards of excellence in materials prepared for internal and external publications.

- Reasoning / Problem-solving: Demonstrates strong reasoning ability, promptly addressing problems by informing supervisors. Handles sensitive information with confidentiality and exercises sound judgment in decision-making, always aligning with the organization's mission.
- Teamwork: Collaborates effectively in a customer-focused environment, actively supporting diversity and promoting cooperation among staff, volunteers, and members. Cultivates a courteous and professional climate in interactions.
- Commitment and Pride: Displays genuine enthusiasm for the organization's mission and vision, modeling the organizational culture and embodying its purpose with pride.

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 in order 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.
- Willingness to work weekends, evenings, and nights regularly.
- Comfort with extended periods of stationary work involving computer usage (monitor, keyboard, mouse).
- Effective verbal communication skills, including public speaking engagements.
- Flexibility in schedule, accommodating evenings and weekends as necessary for job responsibilities.

WORK ENVIRONMENT

The employee will work in an office environment and in close quarters with other staff and clients. The noise level in the work environment varies from moderate to loud; hectic situations can occur.

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

Mission Statement:
**Girl Scouting builds girls of courage confidence
and character who make the world a better place.**



United Way
Community Partner