

Position Description

POSITION TITLE: Outside Recruiting Specialist

SALARY GRADE: 8

DEPARTMENT: Recruitment

FLSA: Exempt, FT

REPORTS TO: Recruitment Manager

DATE:

Position Summary: The Outside Recruiting Specialist is responsible for developing and executing effective recruitment and sales strategies to increase awareness of and participation in Girl Scouting. Incumbent will be utilizing marketing sales campaigns and a variety of networking opportunities with community organizations, corporations, schools, educators, faith-based institutions, and other community constituents. She/he is responsible for immediate enrollment and generating leads in an established geographic area to meet membership sales goals. This position's primary responsibilities are performed outside of the office. Extensive travel throughout the assigned geographic area and flexible hours are required.

Major Accountabilities:

1. Directly responsible for meeting individual membership sales quotas in designated geographic areas. Utilizes Sandler Sales Techniques.
2. Designs and implements a comprehensive plan for girl and adult membership growth. Performs gap analysis, identifies membership trends, gathers community statistics, analyzes market data.
3. Responsible for developing and conducting membership information sessions and recruitment events per council business operations strategy. Sets goals, secures locations, analyzes safety risks, implements promotional strategies, obtains immediate membership enrollment at the session or event.
4. Responsible for identifying specific target areas and projecting the number of contacts to be made in order to meet individual membership enrollment goals. Analyzes data, sets goals, prepares action plans, develops and implements tracking mechanisms.
5. Responsible for seeking new opportunities and maintaining relationships with community organizations, corporations, schools and educators, and faith-based institutions to increase awareness of and participation in Girl Scouting.
6. Responsible for obtaining membership enrollment to fill vacant membership catalog opportunities.
7. Responsible for ensuring visibility and promoting Girl Scouting at local community events. Makes travel arrangements, manages logistics, educates attendees on the benefits of the Girl Scout Leadership Experience.
8. Responsible for recruiting and engaging volunteers to assist with recruitment efforts. Ensures that adult volunteers are trained in sales techniques.
9. Uses data effectively to measure tactical outcomes.
10. Prepares a variety of status reports including activity, follow-up, and adherence to goals.
11. Ensures timely, thorough, and accurate recording of job appropriate data in the database.
12. Is cross-trained to assist and serve as back-up to inside recruiting efforts.
13. Ensures Girl Scouting is open to all girls and adults by delivering the Girl Scout message of pluralism and diversity to members of the council.
14. Follows up on new leads and referrals resulting from field activity in a timely fashion.
15. Works interdepartmentally to ensure Council goals are met.

16. Actively supports and promotes the Council's commitment to excellent customer service, membership growth, community visibility, diversity, and safety.
17. Performs other duties as assigned.

Position Qualifications:

- Bachelor's degree in a related field or equivalent professional experience.
- Minimum of 1 year experience with proven recruitment and/or sales results.
- Volunteer management experience preferred.
- Knowledge of Girl Scouting preferred.

Required Competencies:

- **Self-Management and Confidence:** Takes initiative and can work independently with minimal oversight; continually reassessing own skills and identifying areas for improvement; adaptable, organized, and attentive to detail.
- **Sales:** Demonstrates knowledge of the basic principles of sales (e.g., market identification, interpretation and use of market data).
- **Achievement Focus:** Demonstrates persistence and overcomes obstacles, measures self against standard of excellence, recognizes and acts on opportunities, sets and achieves challenging goal.
- **Communications:** Exhibits good listening and comprehension, expresses ideas and thoughts in written form, expresses ideas and thoughts verbally, keeps others adequately informed, selects and uses appropriate communication methods.
- **Customer Service:** Displays courtesy and sensitivity, meets commitments, responds promptly to customer needs.

Required Skills and Abilities:

- Sound decision-making skills.
- Ability to project a high level of professionalism while networking in the public arena. Ability to effectively present in diverse situations: classrooms, corporations, businesses, community events and other organizations.
- Strong human relations skills; ability to motivate people in small and large group settings.
- Superior networking and people skills.
- Excellent technical computer skills in Microsoft Office including Word, Excel, Outlook and customer relationship management systems (Salesforce preferred). Ability to learn new software as required.
- Flexibility and a good sense of humor.
- Valid driver's license and access to a properly licensed and insured vehicle in working condition.
- Ability to meet travel requirements and work a flexible schedule, including evenings and weekends. Occasional overnight travel as needed to conduct council business.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls including the operation of computer keyboard, calculator, copier machine and other office equipment; reach with hands and arms; climb stairs; balance; bend and stoop, kneel, crouch or crawl; talk or hear within normal range for telephone use; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus, ability to read numbers, reports and computer terminals. Occasional high stress work may be required in dealing with volunteers/staff. Evening and/or weekend work is required. The job requires travel.

Work Environment:

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is exposed to weather conditions prevalent at the time. The noise level in the work environment is usually moderate.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

The employee is expected to adhere to all agency policies and to act as a role model in adherence to agency policies.

This position description does not constitute a contract.