



## Director of Membership and Program

Position Description

Reports to: Chief Operating Officer  
Position Status: Regular, Full-time  
FLSA Status: Exempt  
Prepared by: CC Revision  
Date: August 2022

### **Job Summary**

The Director of Membership and Program is responsible for developing, implementing, and assessing comprehensive year-round recruitment, retention, and programming plans, goals, and objectives for girl and volunteer membership growth and for leading and guiding the member experience team to successful goal achievement. This individual develops and implements strategic communication strategies and plans to promote recruitment, retention, and programming across the entire council jurisdiction. The Director of Membership and Program works collaboratively with members of the team and cross-functionally with other departments to ensure achievement of Council goals. This position provides strategic visioning, creative solutions, and strong leadership skills to a dedicated staff of both in-house and field-based positions.

### **Essential Duties and Responsibilities**

- Is accountable for meeting or exceeding an annual membership recruitment and retention goals for girl and adult members in our council's jurisdiction
- Manages all phases of the recruitment strategy from development through implementation; communicates strategy to and works with recruitment team to develop action plan and carry out implementation on plans in the team's designated area
- Manages and provides leadership to the member experience team: directs, monitors, and evaluates employee performance, providing ongoing feedback; interviews and selects new hires; communicates goals to employees; plans, assigns, and directs work; addresses complaints and resolves problems; ensures employee training and development needs are met
- Researches market data, membership trends, and other pertinent information relevant to identify council's recruitment needs
- Collaborates with marketing on messaging and marketing materials used in recruitment, retention, and programming efforts to increase visibility and knowledge of Girl Scouts
- Cultivates and develops opportunities to engage community organizations, agencies and leaders, educators, and faith-based institutions to increase awareness of and participation in Girl Scouts
- Works with cross-functional team to determine or develop innovative techniques to ensure the effective delivery of recruitment, conversion and retention strategies
- Ensures that recruitment strategies and plans are consistent with the philosophy and mission of Girl Scouting and the council's overarching strategy
- Develops and implements a sustainable, scalable mission delivery model that enables the council to significantly increase the number of girls participating in Girl Scout's leadership development programs
- Expands and leverages strong relationships with key community leaders, families,

organizations, schools, faith communities and business in efforts to identify partnering opportunities

### **Council**

- Interprets the Girl Scout Leadership Experience philosophy and the council's policies, procedures and standards
- Promotes and assists with Council wide programs, activities, public relations and fund development endeavors
- Ensures Girl Scouting is open to all girls and adults by delivering the Girl Scouts message of pluralism and diversity to members of the council
- Represents GSMW in a professional manner at all times, modeling behavior consistent with the mission and purpose of Girl Scouting
- Other duties as assigned

### **Supervisory Duties**

This position directly supervises the member experience team in their designated regions and program manager, carrying out supervisory responsibilities in accordance with GSMW's policies, procedures, and applicable laws. Responsibilities include assisting with recruiting, selecting, orienting, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems, maintaining a safe, secure, and legal work environment; and developing personal growth opportunities.

Accomplishes staff results by communicating job expectations; planning, monitoring, and appraising job results; coaching, counseling, and disciplining employees; developing, coordinating, and enforcing systems, policies, procedures, and productivity standards.

### **Experience/Education**

- Bachelor's or Master's degree in related field; six to seven years of progressively responsible experience in outside sales, marketing, community relations, or demonstrated success working with volunteers or leading teams; and/or equivalent combination of education and experience
- Dynamic business leader experienced in managing through others to achieve cross-functional results
- Supervision, management and human resource skills
- Previous non-profit experience preferred

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Strong working knowledge of Windows Office products preferred
- Excellent organizational skills
- Excellent interpersonal and communication skills and ability to work effectively in a fluid and changing work environment
- Possesses strong conflict management and conflict resolution skills
- Ability to maintain accurate records and data
- Self-motivated with proven human relation skills with the ability to motivate volunteers
- Available to work flexible schedule including evenings and weekend hours and travel throughout the Council jurisdiction
- Maintains positive parent, public, and community relations

- Valid driver's license required with clean driving record

## **WORKING CONDITIONS**

### **Physical Demands**

- Frequent sitting, standing and walking
- Use of fingers, hands and arms
- Reaching, bending, stooping
- Extended work with computer
- Close, distance and peripheral vision
- Long distance driving, including prolonged sitting in a car, in all types of weather conditions
- Must be able to stand for long periods, walk long distances, and bend and twist with or w/out carrying weight
- Lifting up to 50 lbs.
- Work in a modern office environment with moderate noise levels

### **Environmental Conditions**

The incumbent is located in a busy, open area office and/or outside the office traveling to and when meeting with others. The incumbent is faced with constant interruptions and must meet with others on a regular basis.

### **Sensory Demands**

The incumbent must spend long hours in intense concentration. The incumbent must also spend long hours on the computer entering information which requires attention to detail and high levels of accuracy.

### **Mental Demands**

There are a number of deadlines associated with this position, which may cause significant stress. The incumbent must also deal with a wide variety of people on various issues.

### **Safety**

GSMW will provide safe working conditions for each employee. In return, GSMW expects each employee to recognize their obligation to conduct themselves with regard not only for their own safety, but also for the safety of their fellow employees/volunteers. Employee is expected to follow safety rules and procedures, including those specific to their position. Employee is expected to attend and participate in safety meetings or training, when required, and report unsafe circumstances to their supervisor or other specified individual. Employee shall perform all safety duties specific to their position.

Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This job description is not a contract and should not be construed as a guarantee of employment for any specific period of time.