Volunteer Outreach and Support Manager
Position Description

Reports to: Senior Volunteer Support Manager
Position Status: Regular, Full-time
FLSA Status: Exempt
Prepared by: DMG
Revision Date: July 2017

Job Summary
The Volunteer Outreach and Support Manager is responsible for developing effective lead generation and executing recruitment that results in an increase in girl and adult membership in assigned, established areas, as well as, supporting, converting and retaining adult volunteers and girl members by mentoring, developing and delivering resources, and maintaining partnerships to support volunteers. The Volunteer Outreach and Support Manager works collaboratively with members of the Member Services team and cross-functionally with other departments to ensure achievement of Council membership goals.

Essential Duties and Responsibilities

- Is accountable for meeting or exceeding an annual membership recruitment and retention goals for girl and adult members in an assigned area
- Designs and implements a comprehensive plan for girl and adult membership growth in targeted areas by researching market data, membership trends, and other pertinent information relevant to designated areas, as well as development, coordination and delivery of quality curricula, training, and additional resources as driven by market needs
- Promote volunteer understanding of Girl Scout benefits to ensures high quality implementation of the Girl Scout Leadership Experience
- Supports the council’s volunteer system including the recruitment, training and development, recognition, and re-appointment of service unit volunteers
- Collaborates with marketing on messaging and marketing materials used in recruitment efforts to increase visibility and knowledge of Girl Scouts
- Generates girl and adult member leads from a variety of effective methods including but not limited to recruitment activities, marketing, community presentations, etc.
- 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
- Assists in follow up and conversion on new leads and referrals resulting from lead generated activity
- Targets recruitment to fill gaps in the opportunity catalog
• Sets up opportunities in the volunteer opportunity catalog
• Monitors and provides support for problem solving and conflict resolution in a timely manner
• Provides training and messaging to service unit volunteers in delivery of the financial literacy program
• Researches and ensures compliance with safety activity check points and other regulatory guidelines which may include securing certified specialists and/or necessary equipment
• Works with cross-functional team to determine or develop innovative techniques to ensure the effective delivery of recruitment, retention and conversion strategies

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 has no supervisory responsibilities.

Experience/Education
• Bachelor’s degree in related field; prior experience in outside sales, marketing, community relations, and/or equivalent combination of education and experience
• Strong working knowledge of Windows Office products preferred
• Valid driver’s license required with clean driving record
• 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.
• Excellent organizational skills
• Excellent interpersonal and communication skills
• 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 an assigned geographic region
• Maintains positive parent, public, and community relations

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
• Exposure to potential electrical shock working with office equipment such as computer, fax and copier
• 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.

I have read and received a copy of this job description.

__________________________________________
Employee Signature/Date

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