

Reports to: Chief Operating Officer
Position Status: Regular, Full-time
FLSA Status: Exempt
Prepared by: AZK
Date: September 2025

Job Summary

The Director of Membership is responsible for developing, implementing, and assessing comprehensive year-round recruitment, retention, 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 and retention across the entire council jurisdiction. The Director of Membership 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 membership team to develop action plans and carry out implementation 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 and 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

- Collaborates with departments to ensure high quality volunteer experience and support
- Other duties as assigned

Council

- Represents GSMW in a professional manner at all times, modeling behavior consistent with the mission and purpose of Girl Scouting
- Interprets the Girl Scout Leadership Experience philosophy and the council's policies, procedures and standards
- Promotes and assists with Council wide programs, activities, and public relations endeavors
- Optimizes technology to support customer service for volunteers
- 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

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;
- Minimum of five years of progressively responsible experience in leading, motivating and supervising teams
- 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.

Core Competencies

Accountability: Acts with a clear sense of ownership. Takes personal responsibility for decisions, actions, and failures. Establishes clear responsibilities and processes for monitoring work and measuring results.

Communication: Communication refers to the ability to inform orally and in writing, with clarity and good effect. It means to understand clearly and quickly when instructions or orders are received. It means judgment about what information is important and what is not, and what should be communicated, how, to whom and when.

Innovation: Applies original thinking to improve processes and services.

Integrity and Trust: Widely trusted and seen as a direct, truthful individual. Able to present the truth in an appropriate and helpful manner. Keep confidences and does not misrepresent for personal gain.

Teamwork: Works with and helps others to accomplish goals.

Position Competencies

Business First Mindset: Knowledge of general business principles as well as current and possible future policies, practices, trends, and information affecting the business.

Customer Centric: Acts with customers in mind. Establishes and maintains effective relationships with customers and gains their trust and respect. Refers to the ability to satisfy the expectations and requirements of customers, both internal and external. Displays courtesy and sensitivity and responds promptly to service requests. Identifies customer needs and explains services clearly.

Critical Thinking: The objective analysis and evaluation of an issue in order to form a solution or

path forward with all stakeholders in mind.

Managerial Courage: Provides tactful, direct, and actionable feedback to others. Confronts people problems and stressful situations head-on.

Team Building: Strategically hires, promotes, and develops members of their team. Makes workforce decisions based on role fit and qualifications.

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 and specific period of time.

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

Employee Signature/Date

Supervisor Signature/Date