



Member Experience Manager

Position Description

Reports to: Director of Membership
Position Status: Regular, Full-Time
FLSA Status: Exempt
Prepared by: AK
Revision Date: 1/1/2025

Position Summary

Responsible for helping achieve GSMW's overall membership and retention goals for adults and girls through the support of volunteers and the onboarding, training, and support of troop leaders, throughout the region. Responsible for securing increased girl and adult participation in other volunteer opportunities as well as assisting in the development of community partnerships needed to implement Girl Scouts within an assigned area. Responsible for implementing and assessing comprehensive year-round recruitment and membership support strategies that increase girl and volunteer membership and enhance retention. Responsible for the development of innovative strategies, and effective services for supporting girl and adult membership.

Essential Duties and Accountabilities:

- Serves as the main point of contact for geographic area, relaying pertinent information to council staff to guide volunteers to additional support services and resources.
- Guide potential adult and girl members through conversion by phone calls, emails and other communications and coordinate the placement of registered girls and adults into appropriate troops and volunteer roles.
- Accountable for meeting or exceeding an annual membership recruitment and retention goal through analysis of community needs, demographic data and membership statistics, develop, design and conduct recruitment and retention plans for girl and volunteer membership growth in designated geographic areas.
- Cultivates relationships with appropriate community leaders, organizations, and businesses to increase visibility of GS in the community.
- Generates girl and adult member leads from a variety of effective methods, including but not limited to, recruitment activities, marketing, community presentation, etc.
- Implement, track and analyze the components of welcoming and onboarding troop leaders and retaining existing leaders.
- Serve as content expert on Girl Scout process, procedures, rules, and forms relating to becoming a member and/or becoming a volunteer.
- Guides all troop leaders to ensure correct onboarding, assists with troop bank account needs, confirms completion of applicable trainings, and explains and discusses troop management and assistance with the financial literacy programs.
- Identifies the need for and provides timely problem solving and conflict resolution support/intervention when appropriate.
- With the support of the Program Manager, create a needs-based, data driven, comprehensive offering of programs.

- Plans, coordinates and implements council programs to provide fun, engaging participation options for all girl members, including in-person and virtual program experiences, and supports council program revenue.

Council

- Interprets the Girl Scout Leadership Experience philosophy and the council's policies, procedures and standards.
- Promotes and assists with Council wide program, activities, public relations and fund development endeavors.
- 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.
- 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 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.

- Proven oral and written communication abilities with an emphasis on active listening and customer service skills; able to communicate effectively with a diverse group of customers, volunteers and staff.
- Ability to develop marketing and social media campaigns and strategies including content ideation and implementation schedules.
- Self-starter who can work independently and takes initiative; is flexible, adaptable, and organized. Able to self-manage and thrive in fast-paced environment is essential.
- Position is home office based; must be willing to work a flexible schedule, and will be required to work outside of normal business hours.
- Ability to work independently with minimal oversight, Ability to manage multiple projects effectively with conflicting priorities while meeting deadlines is essential.
- Highly developed people and project management skills, with demonstrated ability to build relationships and possesses strong conflict management and resolution skills.

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
- Lifting up to 50 lbs.

Environmental Conditions

The incumbent would work remotely, in a home-office environment and/or outside the home-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

Supervisor Signature/Date