

TITLE: Recruitment Specialist
REPORTS TO: Recruitment Manager
CLASSIFICATION: Exempt, Full-Time
COMPENSATION: Minimum \$32,800 (full benefit package available)
LOCATION: Serves Peninsula areas: Williamsburg, Hampton, Newport News, Gloucester/Mathews, Poquoson, Yorktown
POSTED: March 16, 2017
CLOSING: Until Filled

ABOUT OUR ORGANIZATION

Girl Scouting builds girls of courage, confidence, and character who make the world a better place. We are one of 112 councils chartered by Girl Scouts of the USA, the world's leading organization dedicated solely to girls, where, in an accepting and nurturing environment, girls build character and skills for success. Headquartered in Chesapeake, Virginia, Girl Scouts of the Colonial Coast serves nearly 11,000 girls grades K-12 throughout southeastern Virginia and northeastern North Carolina. With the guidance of more than 6,500 dedicated and trained volunteers, girls discover the fun, friendship, and power of girls together. We offer a collaborative work environment with open communication and mutual respect. Work with a diverse group of professionals in a dynamic environment that empowers you to explore your full potential.

SUMMARY OF POSITION

The recruitment specialist is responsible for developing and executing effective recruitment and sales strategies to increase awareness of and participation in Girl Scouting through the use of marketing sales campaigns and a variety of networking opportunities with community organizations, corporations, schools, educators, faith-based institutions, and other community constituents. In an established geographic area, they are responsible for generating leads to meet membership "sales" goals. This position is field based and primary responsibilities are performed outside of the office. Extensive travel throughout the assigned geographic area and flexible hours are required.

ACCOUNTABILITIES

- Directly responsible for meeting individual membership sales quotas in designated geographic areas and as appears in the opportunity catalog.
- Design and implement 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 geographic areas.
- Implement year-round recruiting, marketing, and sales strategies to generate increased girl and volunteer leads.
- Ensure visibility and promote Girl Scouting at local community events. Conduct information sessions in order to form new troops and recruit adult volunteers.
- Prepare action plans and schedules to identify specific targets and to project the number of contacts to be made in order to meet membership goal.
- Prepare a variety of status reports including activity, follow-up, and adherence to goals.
- Ensure timely, thorough, and accurate recording of job appropriate data in the database.
- Use data effectively to improve their ability and the Council's ability to achieve results and measure outcomes.
- Seek new opportunities and maintain relationships with community organizations, corporations, schools and educators, and faith-based institutions to increase awareness of and participation in Girl Scouting.
- Recruit and engage volunteers to assist with recruitment efforts.
- Ensure Girl Scouting is open to all girls and adults by delivering the Girl Scouts message of pluralism and diversity to members of the council.
- Follow up on new leads and referrals resulting from field activity in a timely fashion.

- Work interdepartmentally to ensure Council goals are met.
- Actively support and promote the Council's commitment to excellent customer service, membership growth, community visibility, fundraising, diversity, and safety.

QUALIFICATIONS

Education, Experience, & Certifications

- 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.

Skills & Competencies

- 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.
- Ability to project a high level of professionalism while networking in the public arena. Ability to speak passionately and with conviction about the organizational mission and its importance to the public.
- Understand the sales process and management of leads, set ambitious goals, and energetically and confidently drive to achieve those goals.
- Ability to prepare organized and structured presentations.
- Ability to analyze information, formulate work plans, articulate goals, and produce required statistical reports.
- Demonstrated knowledge of the basic principles of marketing (for example, market identification and segmentation, interpretation and use of market data).
- Ability to clearly communicate both verbally and in writing.
- Ability to work independently and prioritize work while managing multiple deadlines.
- Demonstrates a commitment and ability to interact with diverse populations.

Additional Requirements

- Ability to work a flexible schedule including evening and weekends.
- Ability to travel throughout Council jurisdiction.
- Must have personal transportation, possess a valid driver's license, personal auto insurance, and meet the Council insurance company's requirement for coverage.
- Subscribe to the principles of the Girl Scout Movement and become a registered member of GSUSA.
- Successfully pass background investigation.

PHYSICAL DEMANDS & WORK ENVIRONMENT

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. The employee must occasionally lift and/or move up to 25 pounds. The employee must have close visual acuity to perform activities such as viewing a computer terminal, preparing and analyzing data and figures, extensive reading, and driving. Occasional high stress work may be required in dealing with volunteers/staff. Evening and/or weekend work is frequently required.

APPLICATION INSTRUCTIONS

Submit resume and cover letter or GSCCC application to:

Girl Scout Council of Colonial Coast, Human Resources

912 Cedar Road, Chesapeake, VA 23322

Phone 757-547-4405 Fax 757-547-1872, Email: hr@gscgcc.org

Equal Opportunity Employer

Visit <http://www.gscgcc.org/Employment.aspx> for more information.