

## **REGIONAL RECRUITING MANAGER**

### **Out-Based**

Girl Scouting is the largest organization for girls in the world. Our mission is to build girls of courage, confidence, and character who make the world a better place. Through activities in science and technology, business and economic literacy, and outdoor and environmental awareness, Girl Scouting provides girls with opportunities for fun and friendship while fostering the development of leadership skills and self-esteem.

Girl Scouts of South Carolina – Mountains to Midlands council is the largest organization serving girls in South Carolina. The council has a current membership of close to 10000 girls, more than 2,500 volunteers and a staff of 45 (plus an additional 50+ seasonally). With an annual council budget of \$3 million, our service is currently supported through three administrative service centers and five camps.

### **POSITION SUMMARY**

The **Regional Recruiting Manager** is responsible for developing and executing effective recruiting strategies to increase awareness and participation in Girl Scouting through a variety of in-person meetings, presentations, and networking opportunities with community organizations, corporations, schools, educators, faith-based intuitions and other community constituents meeting goals and plans. Responsible for securing girl and adult volunteer participation and community partnerships through community cultivation, lead generation, and follow-up. Champion efforts related to council strategic membership priorities and is accountable for ensuring that these strategies and plans are consistent with the philosophy of Girl Scouting, meeting volunteer and membership goals.

### **OBJECTIVES / RESPONSIBILITIES**

- Develops and implements recruitment strategies aligned with goals and initiatives designed to raise awareness of the Girl Scout Leadership Experience.
- Utilizes the sales process including management of leads resulting in increased girl and adult membership in assigned geographic area, recording all activities in Salesforce.
- Assists and contributes in developing and implementing plans for membership extension in all markets.
- Researches and creates innovative ways to recruit and add a broader range of adult volunteers, planning and implementing effective recruiting activities year-round; recruit girls, troop leaders, service unit leaders, and community partners.
- Leading recruitment campaigns from prepared action plans and schedules to identify specific targets and to project the number of contacts to be made in order to meet membership goal; collaborates with program team for recruitment events and opportunities, developing and facilitating presentations.
- Collaborates with Service Unit & Troop Support Manager teams in assigned geographic areas to support and develop adult recruitment initiatives in communities.
- Manage, develop, and support volunteer recruiters and their plans of action.
- Follows up on new leads and referrals resulting from field activity in a timely fashion and pursuant to council business processes.
- Continuously reviews data staying current on the opportunities listed in their communities, working with their conversion partners, marketing and data team to be strategic about their campaigns and to inform lead generation business process.

- Coordinates and facilitates parent variety of interest meetings throughout the year; seeking opportunities and cultivate relationships with parents to increase awareness of and participation in volunteering; manage and develop volunteer recruiters continuously engaging for support and referrals.
- Markets the Girl Scout value proposition through a variety of communication venues including in person, phone, and online.
- Seeks opportunities to engage in and keeps in contact with community organizations, agencies and leaders, educators and faith-based institutions to increase awareness of and participation in Girl Scouting through presentations, collaborative efforts, and networking.
- 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 Scout message of pluralism and diversity to members of the council.
- Work in partnership with Fund Development on fundraising strategies, including relationships with local United Ways, individuals, foundations and corporations to increase financial and in-kind support for the council, serving as local resource for troops on Council fundraising policies and money-earning opportunities.
- Assists in the smooth functioning of the council by performing other duties as assigned.

### **QUALIFICATIONS**

- Bachelor's degree in related field or equivalent experience to include 8 years professional sales experience or recruitment and volunteer management.
- With a bachelor's degree, minimum two (2) years professional sales experience or recruitment and volunteer management.
- Exceptional written, verbal, listening and interpersonal skills with the ability to be diplomatic, persuasive, and build support and commitment.
- Excellent listening and interpretive skills in order to identify, assess, and respond to customer needs.
- Demonstrated ability and proficiency to perform data entry with extreme accuracy.
- Superior organizational skills, with the ability to carry out a variety of responsibilities with shifting priorities.
- Meticulous attention to detail, organizational and time management skills; the capacity to manage daily workflows and deadlines with equanimity.

### **REQUIRED SPECIALIZED OR TECHNICAL KNOWLEDGE**

- Demonstrated superior time management and telecommuting skills, working independently to prioritize while managing multiple deadlines.
- Superior networking and people skills plus the ability to approach and communicate with and to diverse audiences.
- Demonstrated presentation skills, and ability to create the messaging according to the specific audience.
- Professional, demonstrated experience in successful recruitment or sales.
- Skilled in Outlook, Word, Excel and documenting customer interactions in Salesforce or similar database program with the ability to run queries and reports.
- Ability to work a flexible schedule, which includes day travel and regular evenings and some weekends.
- Perform tasks that involve the ability to exert light physical effort with may include some lifting, carrying, pushing, and/or pulling objects and materials of moderate weight (40-50 pounds).

- Must hold personal membership in the Girl Scout organization and subscribe to the tenets of the Girl Scout Promise and Law.
- Must have personal transportation and the ability to drive; possess a valid South Carolina driver's license, maintain personal auto insurance meeting council insurance company's requirement for coverage, and submit to drug test and background search.

### **BENEFITS**

- Rich, comprehensive medical (BCBS plan), dental, and vision benefits that includes Council covering 15% of the employee costs; dependent coverage is also offered
- Fully-funded Employer paid Life/ AD&D insurance plan (also offering supplemental options to include dependent coverage)
- Fully-funded Employer paid Short-term and long-term insurance disability plans to ensure you have that extra coverage if needed
- Robust 401(K) Retirement Savings Plan with employer match to support you saving for the future
- Generous PTO accrual by pay period along with holidays and floating days
- Mileage reimbursement for those travel times
- Employee Assistance Program offering a vast array of support and guidance to include Will preparation, saving for a mortgage, etc.
- Flexible Spending Account that helps you save even more with medical needs

### **HOW TO APPLY**

This Vacancy Notice will remain active until all position openings are filled. For consideration, please forward your cover letter, resume and salary requirements to [humanresources@gssc-mm.org](mailto:humanresources@gssc-mm.org).

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