

<b>TITLE:</b>	<b>Recruitment Coordinator</b>
<b>REPORTS TO:</b>	<b>Recruitment Manager</b>
<b>CLASSIFICATION:</b>	<b>Exempt, Full-Time</b>
<b>COMPENSATION:</b>	<b>Negotiable</b>
<b>LOCATION:</b>	<b>Chesapeake, VA</b>
<b>POSTED:</b>	<b>August 11, 2021</b>
<b>CLOSING:</b>	<b>Until Filled</b>

Girl Scouts of the Colonial Coast is looking for an influential and persuasive communicator who can speak passionately and with conviction about the Girl Scout experience and promote its importance to the public. The successful candidate will be a results-driven, goal-orientated, motivated individual with strong sales techniques to develop and execute effective recruitment strategies that reach new girl and adult membership goals. Extensive travel throughout their assigned area and flexible hours are required. Work with a diverse group of professionals in a dynamic environment that empowers you to explore your full potential. A robust benefit package and generous leave compliment this perfect opportunity.

### ABOUT OUR ORGANIZATION

We are one of 111 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. In partnership with caring adults, girls develop qualities to serve them all their lives: strong values, social conscience, and conviction about their potential and self-worth. We serve more than 10,000 girls throughout southeastern Virginia and northeastern North Carolina. With the guidance of nearly 5,000 dedicated and trained volunteers, girls discover the fun, friendship, and power of girls together. From exploring science, technology and the environment to learning about healthy living, anti-bullying and financial literacy, girls are given opportunities to be challenged and learn new skills.

### SUMMARY OF POSITION

The recruitment coordinator 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 intuitions, and other community constituents. In an established geographic area, they are responsible for recruitment and placement of new members. This position is field based and primary responsibilities are performed outside of the office.

### ACCOUNTABILITIES

- Directly responsible to implement year-round recruiting, marketing, and sales strategies to achieve individual membership quotas in designated geographic areas.
- 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.
- 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. Manage the conversion process and communicate with customers in a timely fashion.
- Utilize customer relationship management system to track and follow qualified contacts in an effort to attain meet the assigned girl and adult membership goal.
- Ensure a smooth workflow in the coordination and placement of registered girls into appropriate troops or pathways.
- Monitor a variety of status reports and dashboards, 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**

Visit <http://www.gscoc.org/Employment.aspx> to complete an online application or submit resume and salary history 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@gscoc.org](mailto:hr@gscoc.org)  
Equal Opportunity Employer