

**Position Title:** Membership and Marketing Specialist  
**Reports to:** Vice President of Membership via the Membership Director  
**Salary Range:** \$24,000-\$26,000 annually

### **Position Summary**

The Membership and Marketing Specialist is responsible for developing, retaining, and increasing girl/adult membership in assigned geographic area; recruits and provides ongoing support to volunteers; assists in developing and implementing plans for membership extension in all markets; represents and extends Girl Scouting in the community through presentations, collaborative efforts, and networking; and ensures the Girl Scout Program is visible and accessible within assigned geographic area.

### **Key Responsibilities**

Recruit volunteers to work with girls in a variety of settings using traditional and non-traditional means.

Develops and administers effective special short-term programs focused on recruitment of girls

Provides information and interpretation of council and GSUSA policies and program to reinforce the role of Girl Scouting

Recruits, trains, and provides on-going support, supervision, and direction to administrative volunteers in assigned geographic areas by interpreting GSUSA and council policies, standards, and procedures, and by ensuring the availability of support services to enable volunteers to carry out their jobs effectively.

Encourages and supports Service Units and volunteers in their areas

Establishes and maintains contact with community organizations and educational institutions to deliver Girl Scouting to underserved girls and adults.

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 and the community.

Works closely with the Membership Director to develop and administer membership team operating plan and budget to achieve the council's objectives.

Effectively identifies, analyzes, and solves problems, and successfully handles conflict resolution in assigned areas.

Provides support to council fund development function

Other duties as necessary and when assigned

### **Position Qualifications:**

Bachelor's Degree in related field preferred

Minimum 3 years experience in related position

Demonstrated ability in team management

Excellent written and verbal communication skills

Subscribes to the principles of the Girl Scout Movement

Strong human relations skills

Unequivocal commitment to pluralism

Demonstrated ability to successfully manage multiple priorities, work independently, and meet deadlines

Creativity in problem solving, self motivated, highly organized

Have ability to work well with people of diverse backgrounds

Excellent written and verbal communication skills

Skills in curriculum development and group leadership skills  
Willingness to work a flexible schedule, including some nights and weekends  
Knowledge of Girl Scout Program Emphasis and Delivery Systems  
Valid Drivers License  
Flexibility and a good sense of humor

Send resume to

Girl Scouts - Diamonds of Arkansas, Oklahoma and Texas Attn: A. White

615 W. 29th Street, North Little Rock, AR 72114