



Girl Scouts of Northern New Jersey President & Chief Executive Officer Ideal Candidate Profile

Girl Scouts of Northern New Jersey (GSNNJ), one of the strongest Girl Scout councils and youth-serving organizations in the nation, is recruiting the ideal candidate to serve as its next President and Chief Executive Officer (CEO).

Building Girls of Courage, Confidence and Character

Girl Scouts is the preeminent leadership development organization for girls. With programs from coast to coast and across the globe, Girl Scouts offers every girl a chance to practice a lifetime of leadership, adventure, and success. They, in turn, make the world a better place.

Girl Scouts of Northern New Jersey (GSNNJ), the premier leadership development program that nurtures, inspires and empowers girls, is an independent 501(c)(3) nonprofit organization, chartered by Girl Scouts of the USA to deliver Girl Scouting in northern New Jersey. It is the largest of the four councils in New Jersey, serving 160 communities in Bergen, Morris, Passaic, Sussex, and the northern part of Warren Counties. GSNNJ brings the Girl Scout Leadership Experience to more than 17,200 girls ages 5-18 and 9,700 adult members. Nearly 75 percent of the council's girl membership are in Kindergarten through fifth grade, and 15 percent of the council's member girls receive financial assistance to participate. Prior to March 16, 2020, GSNNJ Was on track to meet its membership and revenue goals.



While girl membership decreased by more than eight percent mostly due to COVID-19, **GSNNJ was able to maintain a strong presence in the community**, and the spirit and mission of the Girl Scouts remained resilient as **our members found creative and meaningful ways to help and support others**. Our Girl Scouts sewed masks, collected supplies for healthcare heroes, and donated cases of Girl Scout cookies to frontline workers through our Cookies from Home program. In addition, girls, volunteers, and troops sent Trefoil Thoughts—notes of gratitude and encouragement—to essential workers, first responders, healthcare heroes, and nursing homes. In true Girl Scout spirit, **our girls proved to be sources of positivity and hope** for the community.

To stay connected with their girl members, they turned to increasing their use of technology and **launched Girl Scouts at Home**—taking program activities online and enabling Girl Scouts to work on badges remotely and stay connected across the council and the country. **Troop meetings, program activities, summer camp, volunteer leadership summits, and recruitments also went virtual.** They reimagined opportunities to reach girls with Mobile GSLE programming, provided guidelines for safe gatherings, and pushed forward to best serve members and reach potential new members.

GSNNJ Scouts and volunteers have been awe-inspiring in their support and contributions throughout the pandemic. Looking to a new year, they are focused on growing our membership in grades K-5, placing emphasis on populations that are under-represented, increasing and strengthening adult volunteer support, and continuing to serve middle and high school girls with targeted program activities.

GSNNJ remains **strongly committed to providing its members with opportunities to discover themselves, connect with others, and take action to become leaders** who make the world a better place.

- **Girl Scouts at Home** provided a new way to participate in the Girl Scout experience—from virtually anywhere. Throughout 2020, **select Girl Scout program resources were made available to every girl, parent, caregiver, volunteer, and troop leader** providing an abundance of badge-earning, skill-building, and fun program activities and videos regularly.
- **Outdoor Adventures** continue to provide year-round fun, friendships and outdoor adventures for girls.
 - **Camp Connection Virtual Camp.** Like so many other aspects of GSNNJ 2019-2020 programming, COVID-19 required us to **pivot our summer camps** in order to still provide girls with a **program where they could develop their leadership skills, build self-esteem, and explore topics such as art, the outdoors, healthy living, and STEM** in a supportive all-girl environment, while staying safe. More than **300 girls participated in our Camp Connection Virtual Camp** during which girls interacted with camp counselors virtually, earned badges, and enjoyed team-building activities, games, arts & crafts, story time, yoga, and more! Each weekly session was designed for Girl Scout Daisies through Cadettes and encouraged girls to make new friends and participate in 100% live interactive activities



with camp staff via Zoom from the safety of their own homes. Our virtual campers explored sessions designed around three unique themes, each with their own roster of activities and badge-earning opportunities.

- **Art in the Outdoors** let girls get creative. Girls learned the role that art plays in nature, while being outdoors inspired them to explore, design, and create different types of art.
- During **Crack the Code**, campers discovered what technology can do and the role it plays in their lives by learning cybersecurity basics and having fun becoming computer experts.
- Finally, **Healthy Me** encouraged girls to get moving. Campers participated remotely in fun Zumba workouts, relaxed during yoga, and learned about the importance of self-care and wellness through eating healthy, jogging, exercising, unwinding, and more.
- **The Great New Jersey Camp In/Camp Out.** From Friday June 12 through Sunday June 14, **girls and their families from across the state got a taste of Girl Scout Camp at home and in their own backyards** with the “Great New Jersey Camp-In Camp-Out.” Families camped out, or in, at home for a weekend that was full of a variety of staff-led activities and adventures they could explore together including camp songs, scavenger hunts, stargazing, and fire building. Girls learned essential camping skills while having fun with virtual and offline activities and spending time with their families and meeting new Girl Scout sisters from across New Jersey.



GSNNJ is a workplace dedicated to helping today's girls become tomorrow's leaders. With a budget of \$8 million and assets of nearly \$17.8 million, GSNNJ is well positioned to achieve its strategic priorities to grow membership in grades K-5, with emphasis on underrepresented populations; to strengthen volunteer support; and to continue to serve middle and high school girls with targeted program activities.

The Role of the President and Chief Executive Officer



GSNNJ seeks a dynamic, business savvy, and visionary thinking President/Chief Executive Officer (CEO) to provide leadership, strategic direction, and vision, to help the organization realize its mission. The President/CEO is accountable for ensuring achievement of the organization's overall strategic plan and is charged with leading all aspects of the organization, including but not limited to leadership development, community engagement, program development, fund development, membership development, efficient operations, and fiscal and facilities management.

The primary responsibilities and accountabilities of the President/CEO include:

- The President/Chief Executive Officer provides leadership, support, and direction to ensure that the mission and core values of Girl Scouting are put into practice within the council jurisdiction, including prioritizing the protection, safety, and well-being of all girl and adult members.
- Advises, recommends, and assists the Board of Directors in formation of policies governing the council and implements policies and directives to establish the council's vision, mission, goals, and strategic plans.
- Establishes an ongoing relationship with the Board and supports board administration and operations.
- Establishes and maintains a strong connection with council volunteers and membership.
- Communicates with the Board to ensure their awareness of pending and potential legal liabilities.
- Builds and develops a cohesive management team. Leads the team in the design, development, and implementation of volunteer and human resource systems that will lead the selection, management, development, and retention of a well-qualified talent pool of volunteers and employed staff who work together to support the Girl Scout mission.
- Keeps informed on legislation and current legal requirements, fulfills corporate and/or legal responsibilities of the council. Keeps the Board informed of pertinent trends and legislative activities that affect the work of the council.

Community and Public Relations:

- Proactively enhances image and increases the visibility of Girl Scouting in the council's jurisdiction.
- Serves as the primary spokesperson for Girl Scouts of Northern New Jersey.
- Responsible for both an effective and efficient public relations campaign.
- Attracts, motivates, supports, and aligns volunteers with the goals of the council.

Fund Development:

- Accountable for increasing, maintaining and developing new funding streams, and maximizing support from all funding sources including, but not limited to major gifts, individual giving including annual appeals and planned giving, corporate and foundation sponsorships and grants, and capital campaigns.
- Working with the Board and development officer, develops a fund development business plan, goals, and strategy.
- Leads and actively engages in the organization's efforts to secure revenue to achieve annual budget objectives as well as planning for future initiatives.

Administration/Operations:

- Maintains systems and procedures to ensure financial stability necessary to support strategic objectives and sustain and expand operations.
- Responsible for implementation of business plans that are developed with the Board of Directors.
- Leverages technology, data, and digital resources to enhance the efficiency and effectiveness of the organization.
- Oversees the strategic design, promotion, delivery and quality of programs and services for the council.
- Monitors and responds to local and national trends that impact Girl Scouting.
- Collaborates with the national organization to carry out the purpose of the Girl Scout Movement, ensures that charter requirements are met, and obtains information and resources related to operational and governance issues.
- Develops, promotes, and supports all aspects of membership recruitment, and retention, including analysis of participation numbers, and the setting of stretch goals for membership and retention of girls and adult volunteers.
- Ensures all council affairs are conducted according to corporate and charter requirements, as well as federal, state, and local laws.
- Actively participates in the development of environments that foster diversity, equity, inclusion, and access through words, actions, and attitude.
- Develops, maintains, and supports a positive work culture, characterized by transparent and open communications, that encourages individual creativity and teamwork, welcomes critical thinking and opinion, all in a safe and nurturing environment.

Education, Skills, Experience Requirement:

- Bachelor's degree required, master's preferred.
- Minimum of 8 years of increasing organizational management experience.
- High level of organization and business acumen; experienced leader, motivator, communicator, and public speaker.
- Record of accomplishing goals and objectives, skilled in problem solving, decision making, and working under pressure.
- Working knowledge of culture of nonprofit organizations.
- Knowledge of the Girl Scout mission, programs and services ideal.
- Proven success in fund raising.
- Ability to leverage critical thinking skills to make impactful business decisions.
- Willingness to learn the software platforms leveraged by Girl Scouts of Northern New Jersey and Girl Scouts of the USA.
- Experienced in utilizing social gathering platforms and social media platforms to effectively and efficiently communicate with internal and external stakeholders, including but not limited to girls, adult volunteers, staff, board members, donors.
- Experience in customer relationship management systems like Salesforce, data and donor management, and data analytics a plus.
- Ability to work a flexible schedule including evenings and weekends.

- Ability to travel throughout the jurisdiction to attend meetings during the day/evening/weekend, which may include transporting and setting up equipment.
- Ability to attend regional and national conferences, which may require overnight stays.

Compensation Package

GSNNJ provides a comprehensive and competitive salary and benefits package that includes medical, dental, holiday pay, paid time off, 401(k), basic life, AD&D, short- and long-term disability, LegalShield and IDShield, Aflac, and pet insurance.



This position also offers the opportunity to lead a dedicated team of professionals and Board of Directors who are passionate about inspiring, motivating, and preparing girls to become capable leaders.

Contact Information for Interested Candidates

We request that all interested candidates for this position to please send a cover letter and resume to Michele Hickey, Executive Vice President, at michele@dcm-associates.com. If you would like to discuss this opportunity further or have any questions, please contact either Joe Duffy, Executive Vice President at joe@dcm_associates.com or by phone at 973-296-2499, Gregory Nielsen, Managing Director Southeast Regional Office at gregory@dcm-associates.com or by phone at 502-472-5367, or Dennis C. Miller, President at dennis@dcm_associates.com or by phone at 201-956-1810.



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