girl scouts of california's central coast

Imagine joining a group of individuals – each with their own unique skills and passions, but united by a common purpose.
Imagine yourself at Girl Scouts!

Girl Scouts of California's Central Coast is chartered by Girl Scouts of the USA to provide Girl Scouting in the counties of Santa Cruz, Monterey, San Benito, San Luis Obispo, Santa Barbara and Ventura, GSCCC encompasses some of the most beautiful and environmentally significant parts of the country. The council has a growing membership of 10,700 girls and 5,600 adults.

Girl Scouts of California's Central Coast is seeking career professionals committed to making a difference. Working with the Girl Scouts, an organization with a solid history and a growing future – means working to your fullest potential in a dynamic and diverse environment.

Title: **RECRUITMENT SPECIALIST Full Time**
Department: Member Opportunities
Reports to: Recruitment Director

Email resume and cover letter to: SKuaea@girlscoutsccc.org

General Summary: The Recruiting Specialist 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. She/he is responsible for securing girl and adult volunteer participation and community partnerships through community cultivation, lead generation, and follow-up. She/he champions efforts related to council strategic priorities, and is accountable for ensuring that these strategies and plans are consistent with the philosophy of Girl Scouting. She/he works cross-functionally to meet membership retention goals as well.

Job Requirements:

- Recruits girls and adults/volunteers through development and implementation of community cultivation strategies to elevate and enhance visibility and financial support of the Girl Scout mission and program.
- Designs and/ or implements 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.
- Implements membership recruiting marketing strategies outlined in the council's strategic plan, annual business plan and/or other council goals through cultivation and organization of communities to generate increased girl and volunteer leads.
- Provides strategic oversight and champions efforts related to council strategic recruitment goals. Prepares action plans and schedules to identify specific targets and to project the number of contacts to be made in order to meet membership goal. Prepares a variety of status reports, including activity, follow-up, and adherence to goals.

- Utilizes Girl Scouts of California's Central Coast's customer relationship management system to support pursuance of leads throughout the recruitment process.
- Follows up on new leads and referrals resulting from field activity in a timely fashion.
- Works with cross-functional team to determine or develop innovative techniques to ensure the effective delivery of recruitment strategies.
- Assists with the identification of Direct Volunteers to support development and delivery of council, Service Unit, and troop-level programs.
- Assists with the identification of Indirect Volunteers to serve in Service Unit, regional, and council-wide positions.
- Works interdepartmentally to ensure Council's goals are met.
- Provides front-line support to Recruitment and Placement staff as needed and particularly in peak recruiting seasons.
- Promotes and assists with Council-wide programs, activities, public relations and fund development endeavors including:

    1. Seeks opportunities and keeps in contact with community organizations, corporations, schools and educators, and faith-based institutions to increase awareness of and participation in Girl Scouting.
    2. Cultivates relationships with appropriate community leaders, organizations, and businesses to support recruitment efforts within targeted areas to positively impact membership growth.
    3. 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.
- Performs other duties as assigned.

Qualifications:

- Demonstrated experience in sales/marketing techniques (for example, market identification and segmentation, interpretation and use of market data). Demonstrates comfort in presenting the value behind solutions in a way that resonates with what is most important to the potential members/customers of the organization.
- Understands the sales process and management of leads. Sets ambitious goals and energetically and confidently drives to achieve those goals.
- A self-starter who can work independently with minimal oversight and take initiative; is flexible, adaptable, self-managed, organized, and has a strong attention to detail.
- Ability to communicate concepts and ideas clearly and effectively to staff and volunteers.
- Bachelor's degree OR equivalent experience
- Bilingual Preferred (English & Spanish)

Cultural Competencies: Girl Scouts of California's Central Coast is committed to a culture that fosters a workplace that is open and inviting to our staff and members. We at Girl Scouts of California's Central Coast live by the following Guiding Principles. We expect all members of our staff to embody and develop these competencies.

- **Communicate with compassion:** be open, honest, respectful, clear, direct, and timely.
- **Innovate through change:** be proactive, agile, and responsive.

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- **Work with purpose:** be intentional and visionary.
- **Embrace our community:** be supportive, empathetic, collaborative, and appreciative.
- **Be accountable:** own it.
- **Make each day FUNomenal:** we can do it!

Requirements:

- Ability to occasionally work more than assigned work schedule.
- Ability to work a flexible schedule, including evenings and weekends. Some overnight travel is required.
- Ability to have daily access to reliable personal transportation for work.
- Ability to travel in a car as a driver or a passenger for long periods.
- Ability to lift, push or pull up to 25 lbs., including lifting that weight in and out of a vehicle truck and similar tasks.
- Ability to stand for extended periods of time, bend and squat, and to walk over rough ground.
- Ability to sit and work at a computer display for extended periods.
- Must successfully complete a criminal history background check.
- Maintain throughout employment a valid CA driver's license and insured vehicle in good working order. Must provide a DMV printout and proof of insurance.
- Maintain membership with the Girl Scouts of the USA.

Benefits:
We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and an extensive benefits package including paid time off, medical, dental and vision benefits and future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.

Location:

- Ventura County

To Apply: If your experience matches the qualifications for this position please send your resume by email to skuaea@girlscoutsccc.org along with a description of why you feel you are the best fit for this position. Subject line of email should read: Recruitment Applicant + your name.

Note: The statements herein are intended to describe the general nature and level of work performed by employees, but is not a complete list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

GSCCC is an EOE committed to diversity.