



Job Title: Placement Specialist
Department: Membership Department
Reports To: Membership Manager

Job Summary

The Placement Specialist is responsible for successfully culminating recruitment efforts by initiating and pursuing communications strategies and protocols needed to convert prospective members to registered members. She/he is responsible for securing increased girl and adult volunteer membership as well as the community partnerships needed to implement Girl Scouting within an assigned area. This position shares responsibility for achieving the Council's goals for girl and adult membership.

Essential Duties and Responsibilities

- Collaborate with Recruitment Specialists to design and implement a comprehensive plan for girl and adult membership growth in targeted areas by researching market data, membership trends, and other information relevant to designated geographic areas.
- Using independent judgement and initiative, implements membership marketing strategies outlined in the Council's strategic plan, annual business plan and/or other council goals primarily through phone and written follow-up contacts with prospective members and community partners.
- Using independent judgement and initiative, 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 the customer relationship management system to support pursuance of prospects throughout the recruitment process for completion to close status.
- Utilizes the CRM system and data analytics platform to manage and improve workflow.
- Using independent judgement and initiative, leads the creation and updating of the Opportunity Catalog.
- Studies and demonstrates proficiency in girl and adult related trends, multi-cultural data and demographics, effective communication, and marketing techniques in order to effectively implement a membership plan.
- Supports external recruitment efforts and finalizes membership enrollment leads.
- Identify special recruitment needs and notify the Recruitment Specialists.
- Works with SU Support team and Service Unit teams to determine or develop innovative techniques to ensure the effective delivery of recruitment strategies. Work with Troop Support on the onboarding of new leaders.
- Represent the Membership department for their assigned region in all interdepartmental endeavors. Inform the Recruitment Specialist as needed.
- Promotes and assists with Council wide programs, activities, public relations and fund development endeavors. Lead any special department projects and perform other duties as assigned.

Minimum Qualification Requirements:

- Bachelor's Degree
- Sales, marketing and/or recruiting experience, preferably in a non-profit environment.
- Excellent customer service skills.
- Strong oral and written communication skills.
- Ability to work occasional nights and weekends.
- Ability to work easily and effectively with individuals and groups including staff, volunteers and the community.
- High level of interpersonal skills to handle sensitive and confidential situations.
- Able to work in a fast-paced environment with demonstrated ability to prioritize and handle multiple, competing demands.
- Strong skills and considerable experience in problem-solving, organization, and data analysis.
- Excellent computer skills including proficiency in MS Office, including Word, Excel, and Outlook. Salesforce or other CRM software experience preferred.
- Licensed and insured California driver; must be able to pass background screening including driving.
- Willingness to accept the beliefs and principles of the Girl Scout Movement and acceptance of the relevant and compelling benefits of Girl Scouting.

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Apply at: <http://www.girlscoutsoc.org/en/gsoc/employment.html>