



GIRL SCOUTS OF THE JERSEY SHORE

Job Title: Director of Membership Experience
Department: Mission
Reports To: Chief Operating Officer

COUNCIL OVERVIEW

With offices and camps in Farmingdale, Toms River and Waretown, Girl Scouts of the Jersey Shore serves approximately 12,000 girls and adults in Monmouth and Ocean counties. Girl Scouts is the world's preeminent leadership development organization for girls, building girls of courage, confidence, and character, who make the world a better place.

POSITION SUMMARY:

Working under the direction of the chief operating officer, the Director of Membership Experience is responsible for developing, implementing, and assessing comprehensive year-round membership plans to substantially grow girl membership and volunteer engagement. This position serves as a member of the leadership team charged with managing day-to-day responsibilities of co-developing and administering the Council's strategic plan. Oversee and lead the recruitment and membership support teams and volunteer support team. The Director of Membership Experience is responsible for membership support providing the highest level of customer service to all members/customers, both external and internal, as well as the efficiency of conversion of new and renewed members. Works collaboratively with other members of the leadership team and contributes to the council's strategic vision and planning.

ESSENTIAL JOB DUTIES:

- Co-develops and implements annual comprehensive membership growth plan in all areas, including membership, volunteer support, placement, and training to ensure membership growth and retention. Ensure that Girl Scouting is available and accessible to all segments of the population
- Responsible for overall council membership
- In partnership with the COO, responsible for contributing to the council's strategic plan and managing day to day activities of council's strategic plan
- Analyzes market data on demographics, membership trends, and other available information to lead the charge in design or revision of membership strategies and to determine girl and adult membership needs
- Ensures that delivery systems reflect the identified needs and interests of girls and adult volunteers; researches the needs of girls and communities within the region to assure that the Girl Scout program reflects identified needs and philosophy of Girl Scouting
- Oversees the placement of registered girls and adults into appropriate troops or pathways
- Trains new staff and in accordance with team goals, tasks and accountabilities
- Develops reports and assesses gaps membership, develops gap strategy recruitment
- Develops reports to assist Membership teams in accomplishing their goals and moving customers through the pipelines efficiently.
- Monitors Monthly Operational Dashboards for Customer Support and New Girl Conversions and makes recommendations for improvements.
- Monitors renewals, including Early Bird registration and renewals
- Supports council, regional and functional efforts
- Communicates troop status information to all other departments as needed and assigned

- Provide strategic oversight on council-wide member support
- Provides direction and supervision to employed staff in the development and implementation of work plans and budgets
- Ensures that volunteer resources and support reflect the identified needs of adult volunteers
- Works directly with the Chief Operating Officer to ensure consistent interpretation and promotion of the Girl Scout Leadership Experience
- Contributes to the council's planning process; specifically, in the development and administration of annual plans of work, budgets, individual performance appraisals, and annual organizational review
- Work in a partnership with other operational and organizational functions to support organizational mission, goals, and strategic priorities
- Work collaboratively with VP of Girl Experience to ensure implementation of the council's membership strategy and integrated mission delivery, with special focus on the council's market driven membership plan
- Serves as a face of Girl Scouting by establishing and maintaining contacts within community organizations and educational institutions to market Girl Scouting, and build collaborative programs and/or financial contributions
- Performs other duties as necessary or assigned

KNOWLEDGE, SKILLS, AND ABILITIES:

- Bachelor's or equivalent experience at least three years of leadership experience.
- Girl Scout organizational experience strongly desired
- Demonstrated ability to foster cross-functional collaboration, inclusion, and integration for Council success
- Proven record of managing others through strategic execution and goal achievement
- Previous membership engagement experience strongly desired
- Ability to leverage critical thinking skills to make impactful business decisions
- An inclusive leadership style, outstanding management skills
- Strong planning, organization, and financial skills
- Ability to provide seamless integration and coordination of effort among departments, programs, and services
- Ability to articulate organizational mission and its importance with passion and conviction, and in a manner that resonates with the listener.
- Commitment to diversity and ability to interact with diverse populations.
- Ability to function independently
- Ability to work on a team, relate and work well with others
- Self-starter, organized and able to prioritize work
- Ability to accept guidance, direction and supervision
- Business technology expertise - strong user computer skills in Microsoft Office including Word, Excel, and Outlook. Strong social media skills and knowledge. Must be able to learn, understand, and apply new technologies with ability to understand the basic data quality principles and practice
- Adaptability & Flexibility - responds positively to change, embracing and using new practices or values to accomplish goals and solve problems; adapts approach, goals, and methods to achieve solutions and results in dynamic situations; copes well and helps others deal with the ongoing demands of change; sees and shows others the benefits of change; recovers quickly from setbacks, and finds alternative ways to reach goals or targets
- Excellent Interpersonal Skills - establishes rapport with others at all organizational levels; respects others; considers and responds to the needs, feelings, and capabilities of others; establishes and maintains an open dialogue with others
- Oral and Written Communication abilities (i.e. In person, verbal, written); expresses ideas and facts in a clear and understandable manner appropriate for the individual or group; listens to and comprehends what others are saying; prepares organized and structured presentations; has

demonstrated ability to work with a wide range of sensitive and confidential issues and communicate information effectively to non-technical people which includes a diverse group of girls, volunteers, and staff

- Problem-Solving - identifies and analyzes existing and potential problems systematically and thoroughly; reports/documents the problem; obtains and evaluates relevant information and contributing factors; identifies important interrelationships; implements solutions after evaluating alternatives and anticipating their impact; supports decisions or recommendations with data and/or reasoning; defines and implements solutions to problems
- Public speaking; able to speak to groups between 10-250 + people
- Ability to lift, carry and transport at least 35 pounds.
- Valid New Jersey vehicle license, vehicle in working condition, proof of insurance, or the ability to fulfill timely and extensive travel requirements across council geography
- An ability to work flexible schedule including evenings and weekends

COMPENSATION:

- Full Time Exempt Management Level Position; competitive salary; benefit package included.