



Job Title:	Regional Engagement Manager	Department:	Membership
Reports to:	Director of Membership Experience	Supervises:	N/A
FLSA Status:	Exempt	FT/PT:	Full-time

Company 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 leadership of the Director of Membership Experience, the Regional Engagement Manager is responsible for driving membership growth and retention while ensuring volunteers in an assigned region are supported, prepared, and successful in delivering the Girl Scout Leadership Experience. This role develops and implements recruitment strategies to generate and convert membership leads while also providing ongoing engagement, support, and resources to volunteers. The position requires extensive local travel and evenings and weekends to meet, present, and network with community partners, schools, and volunteers throughout the region.

Essential Job Functions

Recruitment & Membership Growth

- Develops and implements targeted recruitment strategies to increase girl and adult membership.
- Builds and maintains relationships with schools, community organizations, educators, and faith-based institutions.
- Arranges and delivers recruitment meetings and presentations.
- Networks at school and community events to generate high-quality leads.
- Identifies priority populations and outreach sites for targeted recruitment efforts.
- Researches and cultivates potential membership leads.
- Generates, tracks, and enters leads into Salesforce.
- Coordinates placement of registered adults into appropriate volunteer roles and communicates throughout the onboarding process.
- Recruits volunteers to fulfill needs outlined in the Troop and Volunteer Opportunity Catalog.
- Monitors membership renewals, including Early Bird registrations.

Volunteer Engagement & Support

- Serves as the primary point of contact for volunteers within the assigned region.
- Coordinates support and resources for new and existing volunteers after placement/onboarding.
- Builds and strengthens volunteer teams to support troop leaders and girls.
- Communicates regularly with volunteers through meetings, email, phone, and social media.
- Responds to volunteer inquiries in a professional and timely manner.
- Monitors troop and group participation and keeps Troop and Volunteer Opportunity Catalogs current.
- Meets with community teams to address questions, concerns, or challenges.
- Processes volunteer forms and documentation in accordance with council procedures.
- Resolves volunteer and troop conflicts and manages cases as needed.

Training & Program Support

- Monitors training needs and coordinates or delivers volunteer development opportunities.
- Monitors specific task metrics, including Troop Finance Reports.
- Ensures the Girl Scout Leadership Experience is delivered with fidelity across the region.

General Responsibilities

- Supports council-wide, regional, and functional initiatives.
- Performs other duties as assigned.

Major Accountabilities

- Achievement of membership recruitment, retention, and renewal goals.
- Quantity and quality of membership leads generated.
- Improved volunteer retention and satisfaction (measured through annual surveys).
- Successful delivery of the Girl Scout Leadership Experience.
- Accurate and timely maintenance of Troop and Volunteer Opportunity Catalogs.
- Completion of required regional task metrics.
- Effective resolution of conflicts and volunteer cases.
- Ensures regional training and development needs are met.

Skills & Qualifications

- Bachelor's degree and/or equivalent of 5+ years of experience in Sales, Community Organization, and/or Marketing.
- Bilingual in English and Spanish is preferred
- Excellent verbal and written communication skills.
- Excellent interpersonal and customer service skills.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Ability to function well in a high-paced environment.
- Proficient with Microsoft Office Suite or related software.
- Able to learn, understand, and apply tools in Salesforce.
- Thorough understanding of Company's products and/or services
- Ability to be flexible and open to change.
- Ability to accept criticism and work well under pressure.
- Experience identifying problems and implementing innovative solutions.
- Be or become a registered member of the Girls Scouts of the Jersey Shore.
- An ability to work nights and weekends as needed.

Physical Requirements

- Ability to lift, carry, and transport up to 35 pounds.
- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to travel with Monmouth and Ocean counties.

Equal Opportunity Employment

Girl Scouts of the Jersey Shore is an equal opportunity employer. Qualified applicants receive equal consideration for positions without regard to race, creed, color, national origin, nationality, ancestry, age, sex (including pregnancy and harassment), marital status, domestic partnership or civil union status, sexual orientation, gender identity or expression, atypical hereditary or blood trait, genetic information, veteran or military status, mental or physical disability, or any other consideration made unlawful by applicable federal, state, or local laws.

Girl Scouts of the Jersey Shore
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