

Director of Membership

Girl Scouts of the Jersey Shore

Drive the Movement: Recruit. Retain. Renew. At Girl Scouts of the Jersey Shore, membership growth isn't just a target—it's the engine that powers our mission to build girls of courage, confidence, and character. We are seeking a high-energy, vision-driven **Director of Membership** to serve as our lead sales strategist and operational powerhouse.

Reporting directly to the Chief Operating Officer, you will lead our recruitment, membership, and volunteer support teams with relentless focus on our core strategic mandate: **Recruit. Retain. Renew.** You are a forward-thinking catalyst who looks at every day through the lens of movement: *"What can we execute today to propel our council forward?"* By blending big-picture sales strategy with data-driven decision-making, you will turn ideas into action, streamline operational systems, and build an environment where merit, action, and results drive growth.

Core Responsibilities

Sales Leadership & Membership Growth Strategy

- **Fuel the Funnel:** Architect and execute a high-impact, year-round membership sales strategy that consistently expands girl and adult participation across Monmouth and Ocean counties.
- **Executive Alignment & Strategic Synergy:** Collaborate directly with the COO to align membership growth strategies with overall council vision, ensuring executive leadership stays connected to real-time market trends, performance data, and scalable expansion initiatives.
- **Relentless Focus on Retention & Renewal:** Direct the full customer lifecycle, driving strategy for campaigns, troop placement, and volunteer onboarding to secure high renewal rates and seamless member conversions.
- **Bold Innovation & Idea Generation:** Bring dynamic, high-energy ideas to the table—testing new growth channels, optimizing outreach campaigns, and translating creative concepts into measurable council wins.
- **Community Sales Ambassadorship:** Serve as a prominent face of Girl Scouting, cultivating high-value partnerships with school districts, community organizations, and regional stakeholders to expand market share.

Data-Driven Operations & Process Streamlining

- **Actionable Analytics & "Receipts":** Deep-dive into demographic data, conversion metrics, and operational dashboards to spot trends, track performance, and backup strategic decisions with solid documentation and facts.
- **Process Optimization:** Identify friction in our recruitment and placement pipelines, streamlining workflows and technology usage so your team operates at peak efficiency.

- **Targeted Gap Strategy:** Analyze regional coverage, build actionable forecasting models, and rapidly deploy targeted recruitment interventions in under-represented markets.

Team Leadership & Merit-Driven Execution

- **Direct & Inspire:** Supervise, train, and coach recruitment, volunteer support, and membership teams, a total of 7 employees, toward ambitious performance milestones.
- **Culture of Meritocracy & Ownership:** Foster a high-accountability culture that celebrates proactive problem-solvers, values a "get-it-done" work ethic, and rewards team members who deliver tangible results.
- **Cross-Functional Synergy:** Partner closely with the Director of Girl Experience and department leaders to align membership strategies with engaging, mission-aligned program delivery.

Qualifications & Mindset

- **Proven Leadership & Experience:** Bachelor's degree or equivalent experience with 5+ years of progressive sales leadership, team management, or community growth experience (Girl Scout or nonprofit leadership experience strongly preferred).
- **Forward-Thinking Sales Strategist:** A track record of developing growth plans, setting aggressive targets, and leading teams to achieve ambitious pipeline goals.
- **Data-Savvy & Detail-Oriented:** Exceptional capability in using market data, CRM analytics, and structured record-keeping to refine sales tactics and streamline operations.
- **High Energy & Action Bias:** Self-starter attitude with an entrepreneurial spirit—someone who brings a constant stream of ideas, thrives in dynamic environments, and rebounds quickly from challenges.
- **Clear & Inspiring Communicator:** Powerful public speaking and interpersonal skills capable of motivating teams and commanding rooms of 10 to 250+ people.
- **Operational Readiness:** Proficient in business software (Microsoft Office/Excel) and CRM tools; valid New Jersey driver's license with flexibility to travel across council geography and work evenings/weekends to support key recruitment events.

Why Lead With Us?

This role is built for a forward-thinking leader who thrives on seeing their strategies deliver real-world impact in a not for profit setting. Here, your ability to streamline systems, lead high-performing teams, and drive membership growth translates directly into empowering thousands of young leaders across our community.

Location, Work Schedule & Compensation

- **Primary Work Locations:** Shared split schedule between our **Farmingdale Service Center** and **Toms River Service Center** to ensure visible leadership and collaboration across both Monmouth and Ocean counties.

- **Hybrid Work Schedule:** 4 days per week in-office with 1 day remote. Remote eligibility becomes available following 90 days of successful employment.
- **Compensation:** Annual salary range of **\$68,000 – \$75,000** (Full-Time Exempt, Management Level) accompanied by a comprehensive benefits package.

Company Overview

Girl Scouts of the Jersey Shore is the region's premier leadership development organization for youth, serving nearly 12,000 girls and adult volunteers across Monmouth and Ocean counties. Supported by regional service centers and expansive outdoor camp facilities in **Farmingdale, Toms River, and Waretown**, our council creates an inclusive, supportive environment where girls from kindergarten through 12th grade discover their strengths, embrace new challenges, and shape their own futures.