

**GIRL SCOUTS OF GULFCOAST FLORIDA, INC.**  
4780 Cattlemen Road, Sarasota, FL 34233  
[www.gsgcf.org](http://www.gsgcf.org)

**POSITION DESCRIPTION & POSTING ON 3.10.22**

For consideration, email your resume and cover letter outlining your interest to [hr@gsgcf.org](mailto:hr@gsgcf.org)

**Position Title:** Member Engagement Specialist  
**Team:** Member Engagement Team  
**Reports To:** Director of Member Engagement  
**Location:** Hybrid Office-Remote Optional Work Model  
**Schedule:** T-F 7:30am-5:30pm, with occasional evenings and weekends  
**Status:** Full time Non-Exempt  
**Date:** October 1, 2021

**Position Summary**

The Member Engagement Specialist is responsible for successfully converting prospective members (leads) to registered members and providing ongoing support to troop volunteers and members. The Specialist is a superior solution-oriented communicator and works efficiently and enthusiastically to provide an exceptional customer experience. The Specialist works collaboratively with other departments to provide guidance and support to service unit team and troop volunteers to enhance the Girl Scout Leadership Experience.

**Essential Duties and Responsibilities**

1. Follows up on qualified leads via Salesforce, email, telephone, and referrals within assigned geographic areas to track and follow through with leads to attain the desired conversion rate and meet the assigned girl and adult membership goal.
2. Collaboratively supports and manages the volunteer management process (e.g., recruit, train, retain, appreciate, reappoint volunteers).
3. Supports funded troops with registration needs, monthly allowance, troop support, and early renewal.
4. Coordinates the efficient and rapid placement of registered girls and adults into appropriate troops, Juliette program, or service unit upon troop formation, merger, or disbandment.
5. Assigns troop numbers and performs troop transfers, in partnership with the community manager, while following prescribed policies, protocols, and procedures utilizing ASM when possible.
6. Collaboratively maintains Opportunity Catalog for potential girl and adult members with the community manager to ensure accuracy on an ongoing basis.
7. Serves as the main point of contact and support to volunteers with travel, banking, financial assistance, VTK, GSLE, troop conflict, and volunteer management.
8. Contributes to the management of renewal efforts in conjunction with the community manager to meet retention goals by engaging in wellness checks and proactively reaching out to troops and families to assist in the act of renewal.
9. Provides an exceptional customer experience using appropriate written and verbal communication to internal and external stakeholders and performs all duties and handles all matters with tact, diplomacy and complete confidentiality in a courteous, timely, and knowledgeable manner.

10. Performs accurate record creation, entry, changes, collection, verification, and distribution of data and is responsible for ongoing accuracy, while following prescribed policies, protocols, and procedures seeking guidance as needed to maintain data accuracy.
11. Ensures that diversity, inclusion, and pluralism are embraced and incorporated into the work of the council and that Girl Scouting is open to all girls and adults.
12. Supports the strategic priorities of the council.
13. Performs other duties as assigned by supervisor to support the council plan of work.

### **Education, Experience, Skills and Qualifications**

- Belief in the mission, principles, values and standards of the Girl Scout Movement
- Willingness to take appropriate training and be a member of GSUSA
- Associate or Bachelor's Degree desirable
- Prior two-year minimum position related experience or any equivalent combination of education, training and experience that demonstrates the ability to perform the duties of the position required
- Committed to providing an exceptional customer service experience and will demonstrate competencies in customer service, sales, volunteer management, collaborative project management, and interpersonal skills
- Ability to perform accurate data entry and utilize data management software (Salesforce desirable); proficient computer operation skills and Microsoft Office Suite including Outlook, Word, Excel, and PowerPoint
- Demonstrate superior written/verbal communication skills, and high-level proficiency in general office and recordkeeping skills; human relations skills; unequivocal commitment to inclusion and ability to work with persons of all racial, ethnic, social and economic backgrounds; recognition of confidential matters and the ability to handle appropriately and with discretion
- Highly organized and able to plan and implement multi-faceted workload with minimum supervision, self-directed, and a team player that will contribute to a positive organizational leadership culture
- Ability to successfully complete tasks requiring both analytical and critical thinking skills
- Ability to creatively solve problems and identify solutions, and successfully resolve conflict in professional manner
- Requires ability to work for extended periods of time at a keyboard/phone/workstation and perform tasks in a busy environment where noise level is moderate
- Work requires physical strength and agility to safely perform all essential functions, including the ability to lift, carry, push, or pull (minimum 20/25 pounds) job-related equipment without assistance
- Daily access to transportation is required; documentation of required automobile insurance and ability to transport self and supplies to occasional work-related activities is required
- Ability to work a flexible schedule, to include occasional evenings and weekends
- Bilingual in Spanish or ability to verbally communicate in Spanish desirable
- The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This document does not constitute a contract and is subject to revisions at the council's discretion.  
 Equal Opportunity Employer/Drug Free Workplace