



JOB DESCRIPTION

POSITION TITLE: Internal Recruitment Specialist

LOCATION: GSCSNJ Service Center

MISSION:

Accepts and implements the Girl Scout Mission to build girls of courage, confidence and character who make the world a better place. Agrees to pledge and uphold the Girl Scout Promise and Law.

CUSTOMER IMPACT STATEMENT: The Internal Recruitment Specialist is responsible for converting girl and adult leads into registered members. She/he is responsible for guiding prospective members through the sales process from the first point of contact through closure.

PRIMARY ACCOUNTABILITIES (may include, but not limited to):

Accountability	Responsibilities/Objectives
Sales - Conversion	<ol style="list-style-type: none"> 1. Convert both girl and adult leads into registered members. 2. Contact and engage new leads and referrals resulting from external marketing efforts in a timely manner. 3. Utilize the customer relationship management system (CRM) to track all interactions with leads and ensure new members can be placed in the Girl Scout pathway of their choice. 4. Provide the highest level of service to both external and internal customers and members. 5. Clearly communicate and emphasize the features and benefits of the Girl Scout Leadership Program to potential members. 6. Ensure consistent Girl Scout branding is used in all customer communications.
Recruitment Plan - Support	<ol style="list-style-type: none"> 1. Support the implementation of various external recruitment strategies designed to increase the acquisition of girl and adult members. 2. Execute national recruitment efforts. 3. Work interdepartmentally to support overall council membership goals.

Data Analysis	<ol style="list-style-type: none"> 1. Use CRM system to track metrics against goals and ensure that conversion and placement strategies are producing positive results. 2. Maintain performance standards by executing business processes and strategically prioritizing tasks. 3. Determine when sufficient information has been collected to evaluate the effectiveness of your daily activities. 4. Identify when immediate action must be taken to improve individual results.
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OTHER DUTIES:

Performs other duties as assigned.

QUALIFICATIONS:

Education: A Bachelor’s degree preferred; or equivalent work experience.

Experience: Sales, customer relationship management (CRM), volunteer recruitment, community organizing, or customer service experience preferred. Bilingual skills an asset – Spanish.

Skills:

- Strong communication skill with expertise in sales.
- Demonstrated ability to work independently; manage multiple priorities; creatively solve problems, and foster a pluralistic/diverse environment.
- Strong organizational skills.

Physical Qualifications:

- Frequent mobility and/or sitting required for extended periods.
- Some bending and stooping required. Occasional lifting up to 30 pounds of paper or equipment.
- Manual dexterity to operate computer keyboard, calculator, copier machine, etc.
- Ability to read numbers, reports and computer terminals
- Hearing within normal range for telephone use.

Mental Qualifications:

- Must be able to react favorably in all work situations.
- Must be mentally adaptable and flexible in dealing with a variety of people.
- Is frequently called upon to handle difficult situations.
- Able to analyze many variables and chose the most effective course of action for the council at any given point in time.
- Handle novel and diverse work problems on a daily basis.
- Emotional stability and personal maturity are important attributes in this position.

Other:

- Occasional evening and weekend work is required.
- The job requires driving 40% of the time.

- Ability to work flexible schedule and provide own transportation for travel within the council jurisdiction.