



Job Title: Recruitment Specialist  
Department: Member Services  
Reports To: Recruitment Manager

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#### Council Overview

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. With the help of over 20,000 volunteers and in collaboration with schools and nonprofit organizations, GSGLA serves over 40,000 girls in grades K-12.

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#### Job Summary

The Recruiting Specialist is responsible for developing and executing effective recruiting strategies to increase awareness and participation in Girl Scouting through a variety of in person meetings, presentations, and networking opportunities with community organizations, corporations, schools, educators, faith-based intuitions and other community constituents. She/he is responsible for securing adult volunteer participation through community cultivation, lead generation and follow-up in assigned geographical area.

#### Essential Duties and Responsibilities

- Assists in achieving the council's goals for girl and adult membership through implementing membership strategies in assigned areas.
- Design and implement a comprehensive plan for girl and adult membership growth in targeted areas by researching market data, membership trends, and other pertinent information relevant to designated geographic areas.
- Implements membership recruiting marketing strategies outlined in the council's strategic plan and annual business plan including cultivating and organizing communities to result in increased girl and volunteer leads.
- Prepare action plans and schedules to identify specific targets and to project the number of contacts to be made to result in meeting membership goal. Prepare a variety of status reports, including activity, follow-up, and adherence to goals.
- Establish relationships with area schools and school districts.
- Plan and implement recruitment activities/events.
- Seeks new opportunities and maintains relationships with community organizations, agencies and leaders, educators and faith-based institutions to increase awareness of and participation in Girl Scouting.
- Provide and ensure professional, superior customer service is provided to all internal and external customers.
- Represent Girl Scouts of Greater Los Angeles at local events, fairs and festivals.
- Follow up on new leads and referrals resulting from field activity in a timely fashion.
- Tracks and follows up on progress of potential leaders, through completion of onboarding process.
- Supports Service Unit of volunteers by attending Service Unit leader and Service Unit team meetings.

- Recruits Service Unit Recruiters and School Organizers to maximize recruitment efforts in assigned areas.
- Works with troops to recruit members to ensure that minimum girl capacity is met.

Competencies and areas of expertise may include:

- **Outstanding Interpersonal and Communication Skills.** 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 effectively with a diverse group of girls, volunteers, and staff.
- **Customer Responsiveness.** Seeks and acknowledges the views and ideas from customer (internal and external); identifies, prioritizes, and balances customer issues; takes time to answer questions and explain decisions; follows through on commitments to customers in a timely manner; maintains a commitment to continuous improvement.
- **Project Management.** Demonstrated ability to coordinate multiple projects while managing conflicting priorities and deadlines, formulate short- and long-term project goals, objectives, schedules, and priorities in line with council goals; anticipate issues, obstacles, or opportunities that may impact plans or actions; establish courses of action for accomplishing goals while attending to and incorporating information obtained during day-to-day administrative tasks.
- **Excellent independent decision-making skills and strong resourcefulness.** Proven record of functioning as a self-starter who can work independently with minimal oversight and take initiative; demonstrated flexibility, adaptability, self-management, and organization.

### **Additional Position Requirements**

- Bachelor's degree (or equivalent experience) required
- Ability to work well with people, network with staff and volunteers
- Experience in project management
- Willingness to work a flexible schedule including evenings and weekends
- Volunteer Experience preferred
- Strong verbal and written communication skills required
- Ability to adapt to changing situations
- Ability to use technology and learn new technology applications
- Must successfully complete a criminal background check
- Must be able to commute an average of 400- 600 miles a month
- Valid California driver's license, access to reliable transportation, and proof of insurance.

### **Disclaimer**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.