



Position Title: Community Outreach Specialist
Department: Member Services
Reports To: Recruitment Manager
Exemption: Exempt
Location: Marina del Rey

Position Summary

The Community Outreach Specialist is responsible for developing and executing effective outreach strategies in underserved communities 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.

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 organizations, schools and school districts.
- Plan and implement recruitment activities/events.
- Identify opportunities where program outreach will provide optimal results, and make the arrangements for implementation of the program.
- Identify opportunities where Girl Scouting can benefit girls and the community, and create a plan to meet the needs of the community.
- 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.
- Attend community events to increase visibility within the community.
- 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.
- Partner with staff and volunteer support teams to ensure that adult volunteers are adequately supported.
- Partner with staff Recruitment Specialist to recruit volunteer recruiters to assist in the recruitment and visibility of Girl Scouting in the community.
- Works with troops to recruit members to ensure that minimum girl capacity is met.
- Responsible for the design, coordination, implementation, and evaluation of program activities, events and camps to meet the needs of girls ages 5 to 18 from diverse communities and backgrounds.
- Create and maintain community partnerships that will generate exceptional program opportunities for girls.

Skills, Experience & Education

To perform effectively in this position, the incumbent is required to have:

- 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.

Secondary Duties

- Performs related duties as required.

Additional Position Requirements

- Bachelor's degree or equivalent experience in lieu of education
- Bilingual (desired)
- Experience in project management
- Must be able to work a flexible schedule including evenings and weekends
- Volunteer Experience preferred
- 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

Please submit a cover letter and resume to DCaballeros@girlscoutsla.org. Thank you.