



**Job Title:** Outreach Specialist for Girl Scouts Heart of the South (GSHS)  
**Department:** Membership  
**Reports To:** Chief Engagement and Support Officer,  
**Location:** Depends on geographic assignment  
**Salary:** **\$30,000 - \$33,000**  
**FLSA Status:** Full Time Exempt

---

#### **SUMMARY:**

Design, implement, monitor, oversee and evaluate innovative ways to provide customized programs aimed at increasing girl membership and Girl Scout presence in assigned areas. Ensure that membership marketing strategies are consistent with the philosophy of Girl Scouting as a membership organization and ensure the vitality and relevancy of Girl Scout program delivery for membership recruitment and retention. Work directly with schools, community centers, religious organizations, and other groups to deliver the Girl Scout Leadership Experience.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Develops and implements a comprehensive program plan, in partnership with Manager of GSLE and the Regional Manager of Membership, for girl recruitment and “in-the-school-day” program delivery.
- Establishes contact and develops collaborative relationships with key leaders, parents, and school officials to expand the Girl Scout program in areas where Girl Scouting is not present.
- Analyzes market data on demographics, membership trends and other available information to develop strategies to determine girl recruitment needs.
- Facilitate and coordinate weekly or monthly programs at schools, churches, or community centers for the purpose of increasing membership and developing girl leadership.
- Initiate community partnerships that extend the mission, vision, and membership of GSHS.
- Participates in program and membership planning processes to assist in the development of council goals, objectives, and action steps related to the program function.
- Maintains the necessary records and reports of programs, events, and activities for monthly management and yearly analysis.
- Submits accurate reports and information requested in a timely manner to all departments.
- Assist in Girl Scout program implementation on the council level as needed
- Performs other duties as assigned.

#### **QUALIFICATION REQUIREMENTS:**

- Excellent verbal, written and interpersonal skills required.
- Ability to give and receive information by telephone, via email and in person.
- Ability to analyze data and produce required statistical reports and budgets.
- Ability to work effectively with adults, girls and community groups reflective of the council's diversity.
- Demonstrated ability to handle sensitive and confidential information.
- Ability to work a flexible schedule, including some evening and weekends.
- Demonstrated ability to effectively manage resources and projects.
- Excellent problem solving, ethical decision making, and conflict resolution skills required.
- Excellent time management and organizational skills required.
- Must be able to lift 35 pounds without difficulty.
- Must be self-motivated and to learn, subscribe to, and promote the Girl Scout philosophy
- Skills in curriculum development and group leadership.
- Attend, actively participate and successfully complete required Girl Scout training.
- Demonstrated ability to successfully manage multiple priorities, work independently, and meet deadlines.
- Ability to learn, understand, apply, interpret and promote the Girl Scout leadership development experience, and our policies, standards and organizational structures
- Must provide own transportation

**EDUCATION AND/OR EXPERIENCE:**

- Bachelor's degree or related experience in child/youth development, program planning and implementation, and experiential education

**LANGUAGE SKILLS:**

**LICENSES:**

- Valid state driver's license
- Travel within the Council's jurisdiction is required.

Job Titles of Employees Reporting to this Position:

**None**

Candidate must successfully pass drug screen and criminal background and credit checks.