



## Troop Recruitment Specialist (F/T)

### GSGNY Background

For over a century, Girl Scouts has been instilling generations of girls with the skills and knowledge to become young women of courage, confidence, and character, to speak out and be leaders. Today, Girl Scouts of Greater New York (GSGNY) is delivering its message of empowerment and engaging more than 38,000 girls of every race, background, and religion. GSGNY's vision is a New York City in which every girl feels empowered to lead in her community, the workplace, and the world. GSGNY has become a hub for innovation within the broader Girl Scouts movement, presenting new ways to engage and inspire the next generation of young leaders.

Recent investments and initiatives include:

- **The Leadership Institute** provides middle and high school aged girls with 21st century leadership skills and subject-specific knowledge and experiences that will help girls reshape their views on leadership and about their own potential to transform into powerful agents of change, while equipping them to succeed in school and their future careers.
- **Troop 6000** is the first Girl Scout program specially designed to serve the thousands of girls currently living in the New York City homeless shelter system.
- **Cybersecurity Programs** at Girl Scouts were designed to serve the evolving needs of New York City's girls and New York City's workforce. With the goal of encouraging girls to consider careers that require STEM skills, this program ensures girls have the tools and knowledge they need to safely navigate our increasingly tech-driven world.
- **Anti-Racist and Anti-Bias Training:** We teach girls to lead by example, and to that end, we are committed to doing the work necessary to become an anti-racist organization. We are working to partner with experts in the areas of race, inclusion, and equity to conduct a series of trainings.
- **Camp Kaufmann:** The camp experience is an essential part of Girl Scouting – and as the only Girl Scout council in the nation serving a 100% urban population, we prioritize offering high quality outdoor education opportunities to New York City girls. We recently upgraded and enhanced facilities at our 425-acre Camp Kaufmann in Dutchess County, including the construction of a new swimming pool.

Guided by an ambitious strategic plan and its dynamic CEO, Meridith Maskara, Girl Scouts of Greater New York aims to expand to reach more girls while serving as an innovating force within the national Girl Scout movement.

### Position Description

The responsibilities for this role include youth lead generation and follow-up from virtual and in-person recruitment engagements. The goal of this role is to engage with specific target markets (population) and in collaboration with Service Units, coordinate in-person recruitment opportunities, contact schools, support the start of new troops. The impact of this role is to increase Girl Scouts visibility and registration of new members in the communities we serve and increase partnership with schools and community-based organizations.

## Responsibilities

- Generate 200 of Leads per month and ensure conversion rate of 20% from individual registered members per month.
- Participate in the delivery of STEM in a Box program
- Secure, promote and facilitate 3 events a week (a minimum of 10 a month) with Community Partners / Schools to deliver GSLE (Girl Scouts Leadership Experience) content (i.e., Open House, Platicas, etc.).
- Reach out to specific market areas and engage with virtual activities to generate interest and program participation.
- Organize, promote and facilitate engagement events in partnership with community-based organizations and school administrators.
- After virtual engagement events, contact non-members with information about troop & program availability and registration via phone and email
- Assist with data entry for tracking leads generated from
- Maintain Data Health Metrics by entering information accurately and quickly
- Other duties as assigned

## Qualifications

- Education – Bachelor’s Degree or 3 years of related experience.
- Strong aptitude for using database systems (Salesforce, and Looker).
- Experience –2+ years of related experience (bilingual preferred)
- Superior problem-solving skills and ability to work independently.
- Ability to exercise sound judgement regarding data integrity, analyzing/presenting issues as they arise, and maintaining and organizing workload.
- Ability to communicate technical information to non-technical team members and work well with team.
- Ability to work cross-functionally and to identify how processes contribute to big-picture goals
- Excellent organizational skills and attention to detail.
- Ability to manage and maintain confidential information.
- Computer skills – Proficiency in Microsoft Suite (Outlook, Word, Excel, PowerPoint) with advance knowledge such as experience working with CMS databases.
- Ability to lift and carry a minimum of 25 pounds.
- Excellent interpersonal skills: have a strong sensitivity to cultural differences present among staff, girls and volunteers within our organization through an anti-racist lens.
- Ability to work flexible hours including some evenings and weekends.

## COVID Guidelines:

The health and safety of our staff, girls and volunteer community is our highest priority. As such, the Girl Scouts of Greater New York (GSGNY) is requiring all newly hired, (and current) staff members to be fully vaccinated with an FDA authorized and/or approved COVID-19 vaccine by September 17, 2021, as a condition of employment. Requests for reasonable accommodations for medical or religious reasons will be considered in accordance with applicable law.

### Compensation & Benefits:

- \$45,000 annual salary
- Full Time Position
- Comprehensive benefits including options for health, dental & vision coverage, Flexible Spending Account/FSA, commuter benefits, 403(b) retirement savings plan with employer match, and generous PTO.

### To Apply:

Please send your resume and cover letter to [apply@girlscoutsnyc.org](mailto:apply@girlscoutsnyc.org). Please include Troop Recruitment Specialist in the subject line of your email. The Girl Scouts of Greater New York offers a comprehensive benefits package. The salary range for this position is \$45,000, commensurate with experience. While the Girl Scouts of Greater New York Team is currently working remotely, the organization expects to return to the office this summer.

Resumes submitted without a cover letter will not be considered. No phone calls, please.

The Girl Scouts of Greater New York are an Equal Opportunity Employer. We are committed to providing equal employment opportunities to you without regard to race, creed, color, religion, national origin, sex, sexual orientation, pregnancy, marital status, age, veteran status, medical condition or disability, genetic information, gender identity, or any other protected status under federal, state, or local law.

This job description should not be interpreted as all-inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this description. Any essential function or requirement of this job will be evaluated as necessary should an incumbent or applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation(s) for the specific disability will be made for the incumbent or applicant when possible.