



## **Vice President, Membership, Organizing & Community Engagement**

### **Position**

The organization seeks a Vice President of Membership, Organizing and Community Engagement to lead the organization's membership growth in girls and adult volunteers; to establish new and dynamic community partnerships, and to support the organization's 7,000+ existing volunteers in delivering its mission.

### **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 31,000 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 program developments include:

- The expansion of its acclaimed Troop 6000 to all five boroughs of NYC – the program, which was created for girls living in the New York City shelter system – now serves 650.
- The launch of new STEM programs such as Girl Scout Robotics, Urban Day Camp, and Breaking the Code, to help young women acquire the skills and confidence needed for the modern workplace.
- The increasingly prominent role of our city's Girl Scouts in the public realm – from advocating to local officials for menstrual equity measures, to fundraising for the first-ever monument to women in Central Park.

Girl Scouts of Greater New York is growing. Guided by an ambitious strategic plan and its dynamic CEO, Meridith Maskara, GSGNY aims to expand its nearly \$10m in revenue so that it can reach more girls while continuing to serve as an innovating force within the national Girl Scouts network



**Essential Duties and Responsibilities** include the following and other duties as assigned.

- Develop and implement strategies to ensure girl and adult membership reflects the diversity of New York City, including racial, ethnic, economic and geographic makeup.
- Develop and implement strategies to ensure Council membership recruitment and retention goals are achieved through a focus on grassroots organizing.
- Develop and implement strategies to ensure growing and diverse participation in volunteer led, locally implemented, pathway-based offerings.
- Work in partnership with the c-suite in creating a customer centric culture.
- Ensure use of National Program Portfolio and Girl Scout Leadership Experience in all pathways.
- Develop and implement strategies to engage (GROW) community support for Girl Scouting to achieve Council strategic goals and objectives. Organizing and our team of recruiters in every borough should be central to the strategy.
- Identify emerging markets and develop strategies to increase market segment involvement in Girl Scouting.
- Review and finalize membership recruitment and retention goals in conjunction with staff teams.
- Supervise Directors of Membership, Volunteer Support, Customer Care and their teams, implementing performance factors, appraising results and providing ongoing guidance.
- Recruit, place, orient, and train Directors of Membership, Volunteer Support, Customer Care and their teams, in consultation with direct supervisor and human resources representative. Initiate employment and release when necessary.
- Study and become proficient in girl and adult related trends, multi-cultural data and demographics, marketing and sales techniques, effective communication and knowledge of communities and organizations in order to effectively implement a strategic membership recruitment plan.
- Manage all aspects of risk management associated with department functions, duties and related Council strategies and objectives or as assigned by the Senior Leadership Team.
- Engage girls from all backgrounds, in grades K-12, serving every girl over the longest duration.
- Develop, execute and evaluate strategies to:
  - Recruit and retain girl and adult members in order to achieve Council strategic goals and objectives. Engage and cultivate community support for Girl Scouting in order to achieve Council strategic goals and objectives.



- Recruit and train a grass roots, community based team of organizers in all five boroughs to achieve membership and volunteer goals.
- Establish realistic yet ambitious goals for membership that are attainable, and ensure goals are set for all organizers and measures of accountability are in place.
- Ensure volunteer led, locally implemented, pathway-based offerings reach the greatest number of girls possible.
- Ensure GSLE is delivered in all pathways using the National Program Portfolio.
- Ensure girl and adult membership reflects the diversity of the Council's demographics including racial, ethnic, economic and geographic makeup.
- Ensure all girls in grades K-12 and from all backgrounds have access to flexible ways to belong and connect in the Girl Scout movement based on interests and availability.
- Ensure the recruitment of adult volunteer role models from diverse backgrounds to ensure volunteer delivery of the GSLE in all grade levels and in all pathways.
- Analyze and apply quantitative and qualitative market research and available outcome measurements data to make informed decisions.
- Develop, oversee and evaluate the Council's rapid placement model and comprehensive support for short- and long-term volunteers.
- Leverage technology to engage and re-engage members.
- Develop strategies to mobilize community partners and resources.
- Work in partnership with the VP of Programs to develop, evaluate and oversee Council strategies to utilize the Girl Scout competitive advantage (camp, events, troop, travel, and global networks) and build upon new innovative ideas, based on girl needs and interests.
- Provide leadership to new initiatives and special assignments that support the Council's strategic objectives and growth plans, as assigned.
- Partner with and provide support to key volunteer committees and leaders within the Girl Scout community. Ensure comprehensive volunteer engagement in planning and execution at all levels within Mission Delivery.

### **Required and Desired Qualifications:**

- A sincere commitment to the Girl Scouts of Greater New York's mission and values.
- Bachelor's Degree plus 6-8 years demonstrated success in organizing, campaigns, advocacy, community outreach and volunteer support, including 4+ years of experience managing a team.
- Knowledge of NYC schools and community-based organizations strongly encouraged.



### **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 as a condition of employment. Requests for reasonable accommodation for medical or religious reasons will be considered in accordance with applicable law.

### **Compensation & Benefits:**

- \$110,000 – \$115,000/ annually
- 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 “VP, Membership” 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 \$110,000 – \$115,000/ annually 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.