



**Position Title:** Troop Engagement Specialist  
**Reports to:** Troop Engagement Manager

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### **Girl Scouts Vision & Mission**

Girl Scouts is a non-partisan, inclusive organization. We are the world's preeminent leadership development organization for girls, building girls of courage, confidence, and character, who make the world a better place.

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### **Position Summary**

The Troop Engagement Specialist (TE) interacts directly with troop and Service Unit volunteers in a designated region to communicate with, engage, train, mentor, and support so that volunteers are sufficiently prepared to deliver consistent, high quality program experiences to the girl members they serve.

The Troop Engagement Specialist develops and implements recruitment strategies designed to raise awareness and generate interest in Girl Scouts, resulting in potential membership leads. This position requires extensive day-travel and regular nights and weekends in order to meet, present, and network with community organizations, schools, corporations, educators, faith-based institutions, and other community constituents.

### **Position Description**

- The Troop Engagement Specialist is responsible for working with service unit volunteers to meet new member and retention goals in designated territories. He/she will share (with SU volunteers) and implement recruitment strategies to meet the girl recruitment goals.
- The Troop Engagement Specialist is responsible for identifying community relationships for recruitment opportunities; manage and follow up with contacts in order to convert potential new girl/adult members and volunteer leads; and start new and grow existing troops within a defined geographic area. This position will implement a volunteer and girl retention plan resulting in the retention of both girls and volunteers through targeted communication and support and utilize data/reporting to ensure the membership plan is being executed resulting in strategic success within designated Service Units.
- The Troop Engagement Specialist will work to increase volunteer satisfaction resulting in retention for service unit and troop volunteers. He/she has excellent conflict management skills

to secure volunteers work with Council, follow the strategy and plan, and support the Council's three core goals as well as designated territory goals.

- The Troop Engagement Specialist will assist team in achieving the department goal for Sponsored troops as well as supporting the leaders as we would traditional troops.
- The Troop Engagement Specialist will work with council teams to meet goals within region through relationships with schools, faith-based institutions, and other community partners, resulting in a pipeline for establishing Girl Scout relationships.
- This is a highly cross-functional role that relies on great communication skills, technological savvy, and a willingness to use data to drive work. The Troop Engagement Specialist is goal-oriented and has excellent people/organization and time-management skills. He/she has knowledge of assigned territory and serves as a Girl Scout Ambassador within the community.

### **Essential Duties & Responsibilities**

- Answer volunteer questions via phone, email, etc. in a professional and timely manner
- Coordinate lead generation efforts in not only Fall Recruitment but in the team's yearlong recruitment efforts
- Coordinate support and resources for existing and new volunteers, after the point of placement
- Cultivate relationships into potential leads
- Generate leads and ensure they are entered accurately and successfully into Salesforce
- Maintain certification records for trainings
- Meet with service units and help service unit teams with questions or issues
- Monitor troops and participation in order to maintain Troop and Volunteer Opportunity catalogs
- Network at school and community events to promote council, community and troop activities
- Process volunteer forms according to council procedures
- Provide support for problem solving and conflict resolution
- In partnership with service unit management, schedule and facilitate meetings and presentations with community organizations, schools, corporations, educators, faith-based institutions, and other community constituents
- Send proactive individual and group communications to volunteers
- Strategically recruit to fulfill needs discussed in VISOR meetings and outlined in the opportunity catalog
- Strategize, identify and focus on population and/or potential for targeted recruitment
- Support council, regional and functional efforts and events
- Work with a cross-functional team to ensure the effective support of troop leaders

### **Skills & Qualifications**

- Ability to manage multiple priorities/projects, meet deadlines, and manage time effectively
- Ability to participate in strategic discussions to assist in successful recruitment and volunteer support efforts
- Ability to speak to small and large groups
- Able to encourage, coach, and mentor volunteers
- Able to learn, understand, and apply case management system in Salesforce
- Able to maintain a high level of confidentiality
- Able to work primarily on-the-road, with minimal time in-office while successfully meeting regional and departmental responsibilities and deadlines
- Adept at conflict resolution and problem solving

- Calm demeanor; ability to handle stressful calls/situations and handle rejection from uninterested parties
- Cultural sensitivity
- Demonstrates initiative in solving problems
- Excellent writing skills and experience preparing written materials for use by the public
- Experience planning and coordinating activities for large numbers of diverse participants
- Organized and able to manage multiple tasks and projects
- Passion for GS Mission
- Strong communication and presentation skills including the ability to articulate the mission and goals of GSKH to the membership and community
- Strong customer service skills and the ability to take ownership and responsibility for all performance related goals
- Technical computer skills in Microsoft Office including Word, Excel, Outlook, Salesforce and social networking
- Willing to work nights and weekends as necessary

### **Additional Organizational Requirements**

- Subscribe to the principles of the Girl Scout Movement and become a registered member of GSUSA.
- All employees of the Girl Scouts of Kansas Heartland must possess a positive attitude with strong work ethic, integrity and honesty and are expected to be flexible, adaptable and thrive in an ever changing/fast-paced environment.
- Develop and maintain sensitivity to employee diversity in the work place. Behave in ways that demonstrate respectful treatment of other employees, volunteers and girls. Practice pluralism and be inclusive with the services provided.
- Incumbents will be expected to proactively contribute to the success of their work team by sharing relevant information, encouraging open dialogue, respecting other team members, supporting collaboration, encouraging ongoing self-assessment and supporting new ideas and ways for achieving established council goals and objectives.

### **Credentials, Licenses or Designations**

Valid Kansas driver's license, access to reliable transportation, and proof of insurance (if incumbent is expected to travel to multiple council locations or off-site events).

### **Hours/Travel**

- Regular weekends and evenings
- Up to 85%-75% travel – requires reliable access to vehicle
- Travel within and outside Regional and Membership Territories at the direction of the Council, Manager and/or Director to achieve team and council recruitment goals
- Expectation of working evenings and weekends (i.e., two nights per week and two weekends per month on average)

### **Physical Demands**

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Sufficient eye-to-hand coordination to successfully operate a computer keyboard.

- Ability to sit for extended periods of time.
- Sufficient visual acuity to make appropriate judgments with regard to Girl Scout materials.
- Ability to travel to and/or attend offsite meetings.
- Physical ability to frequently stop, kneel, bend, crouch, reach overhead, grasp, push, pull, lift and move objects up to 25 pounds at shoulder height, and occasionally lift in excess of 25 pounds.
- Demonstrated normal depth perception.
- See and read printed materials, with or without visual aids; distinguish colors; read and understand rules and policies, labels and instructions.
- Verbal communication including the ability to speak and hear at normal room levels.
- Other demands, as determined by the council.

### **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. All personnel may be required to complete other duties as assigned.