

**GIRL SCOUTS OF MICHIGAN SHORE TO SHORE**  
**JOB DESCRIPTION**

---

**Title: Membership and Customer Care Specialist**

**Reports To:** Director of Membership & Director of Retail

**Classification/FLSA Status:** Hourly, Non-exempt

**LOCATION:** Traverse City Service Center

**Hourly Rate Range:** \$16.00 – \$18.00 per hour

**POSITION SUMMARY:** A key member of the Mission Delivery Team, the Placement Specialist is responsible for providing excellent customer service to potential new member leads, resulting in converting leads to registered girl/adult membership in an assigned geographic area. Provides support for newly recruited volunteers in the application process using customer relationship software and technology. Assists in developing and planning of membership extension in all markets; and plays a key role in identifying and improving lead conversion techniques.

**Essential Duties and Responsibilities:**

Provide Council Shop services, assist customers, serve as cashier, and assist with Shop physical inventory.

Maintain records and administer the check-in and out of volunteer resource materials.

Perform general maintenance of office equipment, maintain office equipment records, and generate monthly reports.

Guide potential adult & girl members on the Salesforce pipeline through conversion by phone calls, emails, etc.

Follows up on new leads and referrals resulting from field activity in a timely fashion.

Coordinate the placement of registered girls into appropriate troops.

Coordinate the placement of registered adults into appropriate volunteer roles.

Assist registered adults through the Criminal Background Check process.

Prepare reports and assess gaps, communicating the needs of each community in their assigned geographic territory.

Works with cross -functional team to determine or develop innovative techniques to ensure the effective delivery of recruitment strategies.

Ensures Girl Scouting is open to all girls and adults by delivering the Girl Scout message of pluralism and diversity to members of the council and the community.

Works collaboratively with all Council departments to ensure council program and initiatives are successfully marketed to girl and adult membership.

Provide back up to retail shop services including assisting customers, serving as cashier.

Provide professional, superior customer service to all internal and external customers, members, volunteers, staff and other community contacts in person, electronically and by phone.

Perform other related duties as assigned.

**Qualifications:**

Associates degree or higher preferred or a minimum of 2 years customer service or sales experience.

Demonstrated ability to participate in strategic discussions to assist in successful recruitment efforts

Sales or recruitment experience and sales ambition

Can handle rejection from uninterested parties

Experience in building and leveraging relationships to increase customer base.

Strong computer and data entry skills – Microsoft Office proficient.

Experienced in data management using sales/customer management software (Salesforce) preferred.

Excellent written and oral communication skills.

Bilingual in Spanish and English, preferred.

**Requirements:**

Adherence to Girl Scouts of Michigan Shore to Shore policies and procedures.

Registration as a member of Girl Scouts of the USA.

Work requires normal physical effort for primarily an office environment.

Some physical effort in handling of materials or boxes and tools or equipment of up to 20 - 25 pounds in non-strenuous work.

Some periods of continual sitting, standing or walking may be required.

Willingness to authorize a background screening with cost being absorbed by the council.

**Core Competencies:**

- Interpersonal Relations
- Team Building
- Customer Responsiveness
- Personal Integrity and Professional Conduct
- Self-Management
- Time Management
- Fostering Diversity
- Judgment and Decision Making
- Problem Solving
- Conflict Management
- Adaptability
- Oral Communication
- Written Communication
- Information Management
- Organizational Knowledge

**Membership Competencies:**

- Leadership
- Membership Policies, Standards, and Resources
- Marketing Knowledge
- Marketing Skill
- Networking
- Volunteer Relations
- Volunteer Management
- Project Management
- Project Evaluation
- Fund Development
- Mentoring and Development
- Child Development
- Adult Education