



## Service Unit Recruiter Position Description & Agreement Form

**SUMMARY:** The Service Unit Recruiter is responsible for the recruitment of girls and adults with identified target markets, act as brand advocates in their communities, and implement the Council-wide recruitment marketing campaigns.

**SUPERVISION:** The Service Unit Recruiter is appointed and accountable to the Service Unit Director and Community Membership Manager and is supported by other GSMISTS staff members, including Placement Specialist and Customer Care.

**TERM OF APPOINTMENT:** The Service Unit Recruiter is appointed for a one-year term that is renewable upon completion of evaluation processes.

**REQUIREMENTS:** Work closely with the GSMISTS Community Membership Manager year round to plan and execute recruitment events/activities to ensure that all interested girls and adults have the opportunity to be Girl Scouts.

- August, September, October, & November: Start new troops and add to existing troops.
- November & December: Add girls to new and existing troops (in time for cookie sale).
- January, February, & March: Start new troops and add to existing troops.
- April & May: Recruit for GS Series and GS Camps.
- June, July, & August: Partner with GSMISTS Community membership Manager and Service Unit Support Team to plan recruitment opportunities at local events, fairs and festivals for the next school year.

*I understand my responsibilities are:*

### **Responsibilities:**

- Work with Community Membership Manager and Service Unit Director in the implementation of community and school focused strategies for recruiting adult volunteers and engaging girls in the Girl Scout experience.
- Manage and follow up with leads on prospective volunteers and girl members.
- Help to form new troops in assigned area and place girls into existing troops with the support of council Placement Specialist.
- Recruit individual School Recruiters/School Representatives.
- Organize local recruitment events.
- Recruit table facilitators and older girl troops for events.
- Manage the ordering and distribution of promotional materials.
- Maintain access to email and the internet.
- Complete trainings pertaining to your position and as a volunteer.
- Remain informed about and comply with the most current policies, procedures, and guidelines of Girl Scouts of Michigan Shore to Shore and Girl Scouts of the USA.

### **Qualifications and Core Competencies:**

- **Girl Focus:** Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
- **Personal Integrity:** Demonstrate dependability, honesty, and credibility.
- **Adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments.

- **Oral Communication:** Express ideas and facts clearly and accurately.
- **Foster Diversity:** Understand, respect, and embrace differences.
- **Computer Skills:** Know how to use email and the internet.
- **Additional Requirements:**
  - Experience in community cultivation and recruitment a plus
  - Familiarity with assigned community
  - Demonstrated networking abilities
  - Sales, marketing, and public speaking experience a plus
  - Bilingual preferred
  - Must become a registered member of GSUSA
  - Complete required coursework as assigned and provided by GSMISTS and GSUSA

I accept the commitment and responsibilities set forth above for the Service Unit Recruiter position.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Service Unit #

\_\_\_\_\_  
Service Unit Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Staff Signature

\_\_\_\_\_  
Date