

GIRL SCOUTS HEART OF THE HUDSON, INC.

DEPARTMENT: Community Engagement	REPORTS TO: Director of Community Engagement
SALARY: \$21.00-\$24.00 per hour	STATUS: Part-time
FLSA: Non-Exempt	UPDATED: <i>January, 2025</i>
SUPERVISES: N/A	
LOCATION: Remote/Montgomery, NY	

POSITION SUMMARY:

The Lead Conversion Coordinator is responsible for executing effective end processes, recruiting strategies to increase girl and adult membership for Girl Scouts Heart of the Hudson, Inc. (GSHH). The Lead Conversion Coordinator will maximize recruitment efforts by initiating and pursuing communications strategies and protocols needed to convert prospective members (leads) to registered members. S/he is responsible for securing increased girl and adult volunteer participation within GSHH.

The Lead Conversion Coordinator will be responsible for the "inside sales" side of girl placement. S/he completes tasks council wide for the Community Engagement Specialists in order to reach out to interested parties and follow up leads. S/he connects with parents to gather information so that girls can be placed in the correct troops or Service Units. The Lead Conversion Coordinator is responsible for the background checks for volunteers.

KEY FUNCTIONS & RESPONSIBILITIES:

- Assists in achieving the Council's goals for girl and adult membership through a cross functional Community Engagement team approach.
- Support the implementation of Community Engagement recruitment marketing strategies.
- Supports external recruitment efforts and finalizes membership enrollment leads.
- Follow up on new leads and referrals resulting from field activity.
- Utilizes GSHH's Customer Relationship Management system.
- Provide support and assistance with registration.
- Match leads within the opportunity catalog to ensure troop placement.
- Work with existing troop leaders to open additional opportunities for GSHH membership.
- Work cross-functionally with the Community Engagement team to ensure the effective delivery of recruitment and retention strategies.
- Perform background checks for volunteers.
- Maintain a Customer Service focus for both internal and external stakeholders.
- Perform other duties as assigned.

QUALIFICATIONS:

Education, Preparation, and Training

- Bachelor's degree and at least 3 years' Experience in customer service and/or marketing.
- Understanding of the applications of the Girl Scout program, philosophy and policies.
- Commitment to the Girl Scout's mission and Girl Scouts membership required.
- Successful completion of a background check.

Skills

- Excellent written and verbal communication skills must be an attentive listener, articulate speaker and have the ability to express ideas and facts in a clear and understandable manner appropriate for individuals or groups.
- Listens to and comprehends what others are saying, prepares organized and structured presentations.
- Possess excellent customer service skills identifies, prioritizes, and balances customer issues, takes time to answer questions and explain decisions, follows through on commitments to customers in a timely manner and maintains a commitment to continuous improvement.
- Competencies include business acumen, leadership skills, member focus, problem solving and analysis skills.
- Bi-lingual skills, Spanish, desirable.
- Must possess superior organizational, time management and customer service skills.
- Support GSHH's dedication to promoting diversity, equity, and inclusion.
- Ability to manage multiple projects and meet deadlines.
- Strong interpersonal, written and oral communications skills to ensure effective interactions with diverse individuals, with all levels of the organization and with volunteers.
- Must have good judgment and strong operational focus.
- Must be well organized, self-directed as well as a team player.
- Strong work ethic, unquestionable reputation for honesty and integrity.
- Must have the ability to maintain utmost confidentiality at all times.
- Must be able to work flexible work schedule including possible nights/weekends. Hours will vary depending on the time of year.

Physical Demands

- Some periods of continual sitting, standing or walking may be required.
- Prolonged periods sitting at a desk and working on a computer.
- Operate office equipment manually.
- Must be able to lift and/or move up to 20 pounds at times.

Computer Skills

- Proficiency in Microsoft Office Suite including but not limited to Word, PowerPoint, Excel, and Outlook.

- Perform data entry of council program registrations, girl and adult memberships into our Customer Relationship Management system, Salesforce.

Travel

- Must be able to travel to other offices, possess valid driver's license
- Occasional out-of-the-area and overnight travel may be necessary to attend conferences.

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed above are representative of the knowledge, skill and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential duties.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.