



JOB DESCRIPTION

Job Title:	Troop Formation Specialist	FLSA Classification:	8
Department:	Membership Support	Reports To:	Senior Membership Support Manager

Job Summary:

The Troop Formation Specialist plans, develops, and delivers new troop experiences for girls in predetermined communities with the ultimate goal of recruiting parents/caregivers as troop leaders and volunteers, allowing the troops to sustain. The Troop Formation Specialist will collaborate with the Support and Engagement staff to support lead generation and conversion of girls into troops, as well as follow-up and convert qualified volunteer leads into troop leadership roles.

This position works approximately 15 hours per week with 10% of the time office-based and 90% field-based. The position requires frequent travel and evening and weekend work responsibilities.

Essential Job Duties and Responsibilities:

- Work under the supervision of the Sr. Membership Support Manager to plan and deliver quality, new troop formation experiences in assigned territory based on GAP analysis, areas of opportunity for troop growth, and community need
- Partner with Membership Support Managers on action plans and schedules to identify specific targets to generate the number of qualified leads needed to reach new girl goals, new troop leader/volunteer goals, and troop formation goals
- Nurture and secure parent participation in troop leadership roles including: Troop Co-Leaders, Troop Committee, and Product Sale Program volunteers
- Become an expert in the Volunteer Toolkit digital resource in order to help new troops take the lead with pre-set meeting plans, calendar planning, and communication with families
- Work collaboratively with staff, schools, and other program/community partners for the benefit of new troop formation
- Adhere to internal documented processes for record keeping, member registration, volunteer onboarding, and troop support
- Utilize Girl Scouts of NYPENN Pathways’ customer relationship management system (i.e. Salesforce) to support pursuance of qualified leads throughout the recruitment and conversion processes, as well as for the purposes of promoting troops in the Opportunity Catalog

Supervisory Responsibilities:

The Troop Formation Specialist does not have any supervisory responsibilities.

Minimum Qualification Standards:

- High school diploma required; Associate’s degree preferred and/or 4 years of relevant experience
- One to two years previous related experience
- Must have own transportation and maintain a valid driver’s license and be able to travel within assigned region
- Ability to work a flexible schedule to accommodate frequent evening and weekend work

Required, Specialized, or Technical Knowledge:

- Self-starter who can work independently and takes initiative; is flexible, adaptable, organized and has a strong attention to detail
- Ability to view the council as a whole vs. individualized regions or federations to insure consistent opportunities and messaging
- Must subscribe to the principles of the Girl Scout Movement and become a registered member of GSUSA

Environmental Conditions:

- There is no substantial exposure to adverse environmental conditions with the exception of weather-related travel conditions.

Disclaimer:

- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.
- This job description in no way states or implies that these are the only duties to be performed by the employee(s) occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor.
- The company reserves the right to add to or revise an employee's job duties at any time at its sole discretion.
- This document does not create an employment contract, implied or otherwise, other than an “at will” employment relationship.

I acknowledge that I have received and read a copy of this job description and understand that I am responsible for the satisfactory execution of the essential job duties and responsibilities described above.	
Employee Name (print):	
Employee Signature:	
Date:	

***Equal Opportunity Employer
Substance-Free/Smoke-Free Workplace***