



Position Title: Director of Girl Experience

Reports to: Chief Mission Delivery Officer

Position Summary:

The Director of Girl Experience is responsible for providing leadership and management to ensure the delivery of high-quality girl experience through Girl Scout program utilizing both the GSUSA National Program Portfolio and local assets. This individual is also accountable for the management of the council's product sales activities and programs and provides input into establishing the council's planned sales objectives. This leadership position is responsible for generation of revenue for GSSA, including fall product and cookie sales.

This individual develops, mentors, and provides leadership support for the Girl Experience and Product Program teams.

Major Accountabilities:

1. Responsible for girl experience programming offered throughout the jurisdiction in a variety of delivery methods to meet the Council's goals for participation, profitability and membership retention.
2. Ensures incorporation of the Girl Scout Leadership Experience (GSLE) model and as the GSUSA National Program Portfolio with local assets to deliver a variety of delivery methods and engaging activities for all girl grade-levels.
3. Recruits and provides training and onboarding for program delivery volunteers.
4. Interfaces with community partners (individuals and businesses) to ensure programs align with Girl Scout program outcomes, the Girl Scout brand, and the overall strategic direction of the Council.
5. Responsible for program delivery compliance with GSUSA National Safety-Activity Checkpoints, GSSA program guidelines, and GSSA Volunteer Policies and Procedures.
6. Provides active cross-departmental collaboration to evaluate and design new programs.
7. Provides input to development of the annual product program goals, using historical data and sales projections.
8. Develops annual tactical plan for Fall Product and Cookie programs.
9. Monitors expenses and economize, where possible, to ensure that product program activities are within the council's approved budget.
10. Recruits, trains, and engages a core team of volunteers to promote and evaluate product program activities.
11. Promotes and manages the girl recognitions during the program.
12. Manages data entry of product orders from volunteers to ensure timely submission to vendors.



13. Monitors deposit of all product program activity funds and implements collection procedures for overdue accounts.
14. Ensures collaboration with marketing/communications teams are planned and executed effectively in order to promote programs to achieve participation and revenue and works with this team to develop marketing and promotional materials related to product programs.
15. Works in partnership with other council departments to implement the council's annual product programs activities and goals.
16. Provides high-quality services to all internal and external customers by portraying a positive image of Girl Scouting.
17. Assists with implementation of all council goals and other duties, as assigned.

Position Requirements:

- BA/BS degree in related field of work
- Excellent oral and written communication skills
- Ability to analyze situations quickly and accurately and to adopt an effective course of action
- Excellent communication skills, evidenced in volunteer relationships, written materials, and ability to speak effectively in public
- Ability to establish and maintain effective interdepartmental relationships
- Ability and desire to work with persons of diverse backgrounds
- Ability to analyze and interpret data
- Possess valid driver's license, insurance, and available vehicle for work at all times
- Able to travel throughout the jurisdiction and willingness to work evenings and weekends
- Proficiency in Microsoft Word, Excel, Outlook and other software relevant to position
- Ability to handle several tasks concurrently with minimal supervision
- Must be a team player with a positive attitude and professional appearance

Employee Role in Volunteer and Girl Efforts:

Each employee's actions and behaviors are a role model. All interactions with constituents, including colleagues, should reflect the mission and values of the Girl Scouts of the USA, and Girl Scouts of Southern Alabama.



Employee Role in Development Efforts:

Each employee is expected to take an active role in development by being alert to opportunities to identify potential donors and providing contact information to the Chief Development Officer. On occasion, employees may be asked to participate in site visits and/ or follow up calls with the contacts.

Employee Role in Pluralism Efforts:

Each employee is responsible for promoting and contributing toward GSSA's goal of institutionalizing pluralism by initiating and participating in activities and functions that enhance organizational diversity.

Employee Role in Affirmative Action Efforts:

Each employee is responsible for contributing toward GSSA's affirmative action plan by ensuring and promoting nondiscrimination in every aspect of Girl Scouting.

Physical Requirements:

- Walking, standing, bending, stooping, reaching and moderate lifting (50 pounds)
- Exposure to seasonal and/or harsh weather conditions.

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.

Please send cover letter and resume to Gwen Black, Director of HR and Special Projects, at gblack@girlscoutssa.org

FLSA Classification: Exempt, full time