

**Girl Guides of Canada (GGC)** empowers every girl to be everything she wants to be. We are currently seeking a dynamic individual to lead new nation-wide membership retention and engagement initiatives for GGC's 20,000 adult member volunteers, with a particular focus on volunteer recognition, training, and evaluation. This is an exciting time to join GGC as we embark on an ambitious three-year strategic plan in pursuit of our vision for "a better world, by girls!"

## **The Manager, Member Engagement will:**

- Lead the Member Engagement team to develop, implement, and evaluate innovative nation-wide strategies to increase girl and adult member retention, engagement, recruitment, and recognition, with the goals of delivering exceptional member experiences and growing GGC's membership
- In collaboration with research staff, develop and implement a framework to monitor and evaluate the member experience of girls and adult members
- Identify learning and development needs for adult member volunteers and collaborate with training staff to design and populate content of new training programs
- Monitor current trends in the volunteerism sector and design responsive programs and initiatives
- Monitor and respond to trends in GGC member satisfaction, retention, engagement and recruitment
- Collaborate across departments in efforts to position GGC as a thought leader in volunteer excellence and a national provider of volunteer experiences
- Contribute to provincial integration efforts by identifying and fostering ways the National Member Relations team can work more closely with provincial offices and councils to drive greater collaboration on the local level and increase overall retention and engagement
- Liaise with the Marketing and Communications department to develop volunteer recruitment campaigns/initiatives and maintain channels of communication with volunteers
- Manage a small team responsible for member retention and engagement activities

## **You should apply if:**

- You embody the attributes of our core DNA – welcoming, imaginative, courageous and enthusiastic.
- You are creative, curious and passionate about GGC's future
- You are excited by the prospect of rolling up your sleeves and working to leverage the potential of over 20,000 volunteers to deliver on GGC's mission "to be a catalyst for girls empowering girls"
- You have a minimum of 5 years' experience and demonstrated success in volunteer engagement or member services, and 3 years of experience in a leadership role
- You have experience developing, implementing, and evaluating engagement strategies and training programs for volunteers or members
- You have leading-edge knowledge of volunteer management best practices and industry trends and bring a strategic and evidence-driven approach to volunteer engagement
- You are a leader and relationship builder and are able to work with a variety of people to produce results within a highly collaborative environment
- You have expert organizational skills to execute on multiple projects and manage competing priorities
- You have strong facilitation skills, as well as verbal and written communication
- You hold a relevant post-secondary degree/diploma in a related field of study

## **Additional assets:**

- Experience executing strategies and programs while working from the head office of a national or provincial organization
- Experience in a youth-serving organization or an organization focused on gender equality



Submit a cover letter and resume (as one file) with salary expectations by **Monday, May 21 2018** to:

Leisa McKenzie – HR Specialist  
Girl Guides of Canada–Guides du Canada  
50 Merton Street, Toronto, Ontario M4S 1A3    E-mail [HR@girlguides.ca](mailto:HR@girlguides.ca)

Girl Guides of Canada–Guides du Canada (GGC) recognizes and values the richness of human diversity in its many forms, and therefore strives to ensure environments where girls and women from all walks of life, identities, and lived experiences feel a sense of belonging and can participate fully. This commitment to inclusion means our culture, programming, and practices encourage self-awareness and awareness of others; room for difference; and environments where girls and women feel safe, respected, supported, and inspired to reach their potential.

We thank all candidates for their interest. Only those selected for an interview will be contacted.

Upon request, Girl Guides of Canada–Guides du Canada will make available reasonable accommodations for persons with disabilities during the recruitment process. Accommodation requests should be made in advance to Human Resources.

