

# GIRL SCOUTS OF NORTH-CENTRAL ALABAMA

## POSITION DESCRIPTIONS

---

---

**Position Title:** Senior Director of Revenue  
**Reports To:** CFO  
**Classification:** Exempt (has direct report responsible of product program and retail staff)

---

---

### **POSITION SUMMARY:**

The Senior Director of Revenue is responsible for the oversight, coordination, strategic planning and daily operations of Girl Scouts of North-Central's (GSNCA) product programs and retail, brick and mortar and mobile, revenue centers.

The senior director works collaboratively with all members of the council management team to coordinate and implement all aspects of the product programs, cookie program and fall product program. In conjunction with the product program team, develops and recommends the council's yearly product programs to include overall objectives that include financial goals, troop program materials and training, council logistics, internal and external marketing plans.

The senior director manages all retail locations in the council, including brick and mortar stores, mobile locations, and summer program trading posts. Develops sales objectives (budgets) by profit centers. Develops and implements strategic and operational plans to meet annual sales objectives, expenses and net profit. Researches and develops product line merchandise for girl and adult members.

Working with the MarComm team, the senior director develops the annual marketing plans to promote and stimulate the sale of Girl Scout and GSNCA merchandise while meeting the needs of girls, adult members, employed staff and visitors. The senior director manages the staff and activities of the retail function and ensures that the day-to-day operations proceed efficiently and effectively.

### **MAJOR ACCOUNTABILITIES:**

- Works collaboratively with council staff to develop, plan and implement a comprehensive strategic and tactical plan for product programs and the retail function that supports the business and program objectives of the council.
- Ensures coordination with other GSNCA staff sections to include accounting, marketing, membership, program, communications, and business operations to obtain optimum efficiency of operations and to minimize costs.
- Oversees the development and design of GSNCA promotional materials; coordinates the distribution of sales and product information through appropriate council communication channels to promote the council's products and services, both internally and externally.
- Oversees the production of all product program volunteer and girl communications, development of the yearly calendar and selection of the respective rewards. Promotes and manages girl recognitions during and after the program.
- Reviews and analyzes data in both departments to identify opportunities for program growth while minimizing disruption to volunteers, girls and staff.
- Manages data entry of product programs data from volunteers to ensure timely submission to product program partners.
- Monitors payment from troops of all product program payments, oversees delinquent troops and implements collection procedures for overdue accounts.
- Develops and maintains an effective relationship with Girl Scout Merchandise (GSM) and stays current with business strategies, best practices, tactical updates and new product development.
- Develops and establishes an inventory control system, conducts periodic and annual inventories and maintains accurate inventory controls to meet seasonal and special needs of the council's customers.
- Working with CFO, assists in developing and managing operating budgets.
- Ensures that exceptional customer service is provided to all volunteers, girls, customers and visitors.
- Ensures that diversity and pluralism is embraced and incorporated into the work of the council.

**GIRL SCOUTS OF NORTH-CENTRAL ALABAMA  
POSITION DESCRIPTIONS**

- Carries out other duties as assigned.

**KNOWLEDGE, SKILLS, AND ABILITIES**

- Ability to analyze situations quickly and accurately and develop an effective course of action.
- Nimble thinker.
- Excellent communication skills with ability to develop positive volunteer relationships; ability to effectively speak in public and conduct training.
- Ability to establish and maintain effective interdepartmental (staff), volunteer, parent and girl relationships.
- Ability and desire to work with staff and volunteers of diverse backgrounds.
- Ability to abstract, analyze and interpret data to develop plans or adjustments to plans.
- Ability to handle several tasks concurrently and develop priorities with minimal supervision.
- Must be a team player with a positive attitude.
- In-depth organizational Knowledge including Policies, Standards, and Resources
- Budget Management
- Knowledge of Girl Scout Leadership Experience and adult learning principles.
- Sales and merchandising
- Contract Management
- Ability to use technology proficiently and effectively including but not limited to MS Office Suite.
- Point of sale experience.

**PHYSICAL REQUIREMENTS:**

- Requires the physical mobility to sit and walk for extensive periods of time.
- Ability to lift up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
- Requires the ability to drive during day and night hours in various weather conditions and to remote locations.

**QUALIFICATION:**

- Bachelor’s degree in marketing, business management, finance or related area preferred. Equivalent work experience may be considered.
- Three – five years of progressive finance, business, marketing or related area experience.
- Must maintain a valid driver’s license and vehicle insurance and have access to a vehicle as travel is required.
- Must be available to work extended hours including evenings, weekends and occasional overnight travel as needed.

The statements contained above reflect general details as necessary to describe the essential functions of this job, the level of knowledge and skills required, but should not be considered an all-inclusive listing of work requirements. Please be advised that this document should not be construed, in any manner, as a contract of employment. All employees of the Girl Scouts of North-Central Alabama are employees “at-will”. I have read and understand the responsibilities and requirements of this position.

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_