

New Member Coordinators: DETAILED JOB DESCRIPTIONS



UNIT NEW MEMBER COORDINATORS

Unit Position Summary:

New Member Coordinators promote the benefits of Scouting, coordinate unit recruitment, and guide the welcoming and relationship-building processes. New Member Coordinators register with the NM designation, a functional position within the unit committee. *[A unit may have co- or multiple holders of this position.]*

Appointment and Support

- Appointed by and report to the Unit Committee Chair
- Work with and supported by the District Membership Chair as well as by unit leadership, the sponsoring organization, and commissioners

Qualifications

- Be registered Scouting America members and have knowledge and enthusiasm about the Scouting program
- Show leadership and organizational skills in working with people
- Demonstrate strong communication, including social media expertise
- Express a commitment to participate in training specific to the position

GENERAL RESPONSIBILITIES

- Act as the unit's advocate(s) for joining and participating in Scouting
- Work with the unit committee in developing and implementing a unit membership plan
- Participate in council and district training related to the position and attend meetings of the district membership team when invited

SPECIFIC ELEMENTS OF RESPONSIBILITY *[Note that individuals and units are encouraged to tailor tasks to the needs of the unit and to the interests and expertise of NMC team members. Not all NMCs will handle all tasks. The position is designed to have flexibility and adaptability.]*

- 1. Build community awareness of the benefits of Scouting**
 - a. Share resources and local examples illustrating how Scouting benefits youth, families, and the community
 - b. Organize promotion of Scouting benefits through social media and other avenues of communication
 - c. Showcase Scouting through engagement in local community events and service
- 2. Coordinate unit recruitment**
 - a. Oversee unit recruitment efforts such as joining events, informational presentations, and peer-to-peer initiatives
 - b. Appeal to potential youth members and their families through well-designed and widely-distributed invitations shared through electronic media, handouts, and personal contacts
 - c. Ensure that the unit's BeAScout pin is up-to-date and that prompt follow-through takes place
 - d. Collaborate with local school representatives and community leaders, particularly in the chartered organization, to foster promotion of Scouting opportunities
- 3. Guide the welcoming process for families and help them to build strong relationships with the unit.**
 - a. Help oversee youth and adult registration and renewal as well as transfers
 - b. Help develop a unit welcome packet, electronically and/or in print, to answer frequently asked questions and to provide resource and contact information
 - c. Help youth and adults to greet newcomers warmly and to establish friendly relationships so that new members form a strong sense of belonging
 - d. Build excitement about the unit program and encourage youth and their families to take pride in Scouting accomplishments
 - e. Promote feedback and sharing of ideas through customer satisfaction surveys and other means