

POSITION PROFILE

Chief Executive Officer

Girl Scouts Heart of the Hudson

Montgomery, NY



ABOUT GIRL SCOUTS

Girl Scouts bring their dreams to life and work together to build a better world. Through programs from coast to coast, Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them.

Every Girl Scout has her own curiosity, dreams, and talents—so when they come together to decide which of the thousands of Girl Scout activities to try, the sky’s the limit. Whether visiting an animal shelter, camping, hosting a dance-off, or filming a movie—they’re learning to take risks, trust their gut, and team up with others for good.

The secret sauce holding it all together? Joy.

Forever friendship is a powerful thing. It’s what gives Girl Scouts the confidence to be their true selves. It’s what makes them feel safe enough to try new things and cheer each other on in tough times. It’s the support that can get them up on tough mornings, help them raise their hand in class, and even climb to the top of a mountain.

Girl Scouts have endless opportunities to make friends, have fun, find adventure, give back, learn new skills, and become a leader who will make a difference in the world.

Compared to non-Girl Scouts, Girl Scouts are more likely to:

80%

Develop a Strong
Sense of Self
(80% vs. 68%)

75%

Display Positive
Values
(75% vs. 59%)

62%

Seek Challenges
(62% vs. 42%)

60%

Form Healthy
Relationships
(60% vs. 43%)

57%

Be Community
Problem-Solvers
(57% vs. 28%)

Girls participate in Girl Scouts primarily through volunteer-led and staff-facilitated troops and engaging in programs, activities, and events focused on the following four pillars:

- **STEM (SCIENCE, TECHNOLOGY, ENGINEERING, MATH):** STEM takes the natural curiosity and interest girls have and gives them opportunities to succeed in the STEM fields. Girls are invited to search out creative solutions while using design principles and the scientific method.
- **HEALTHY LIVING/LIFE SKILLS:** Girls strengthen their physical, social, and emotional health, preparing them for a healthy and independent future
- **ENTREPRENEURSHIP & FINANCIAL LITERACY:** Girls build good financial habits at an early age through interactive, hands-on activities. They also learn business skills through the Girl Scout Cookie program.
- **OUTDOOR EXPERIENCE & EDUCATION:** Girls develop and grow a love for the outdoors and learn how to be good stewards of the environment.



ABOUT GIRL SCOUTS HEART OF THE HUDSON

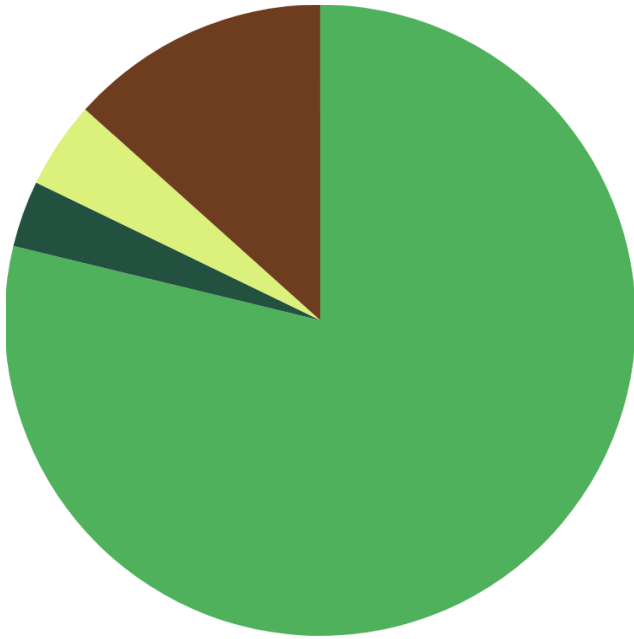
Girl Scouts Heart of the Hudson, Inc. (GSHH) is one of the largest girl-serving organizations in the state of New York, as well as one of the largest Girl Scouts Councils in the USA. As a leader within the Girl Scouts national network, GSHH is routinely engaged in various committees at Girl Scouts of the USA and within the top 25 councils. GSHH delivers Girl Scout programming across seven geographically, economically, and racially diverse counties in the lower Hudson Valley region: Westchester, Putnam, Rockland, Orange, Dutchess, Ulster, and Sullivan Counties. The Girl Scout Leadership Experience is delivered by dedicated volunteers who work cooperatively with GSHH staff to provide girl-led programming and support Girl Scouts and youth throughout the council. In the 2021-2022 membership year, GSHH had over 13,000 girl members and 8,000+ adult members.

GSHH's volunteer-led service delivery model provides girls with flexible options for participating in Girl Scouts and engages adults in volunteer roles that are specific, sustainable, and rewarding. It combines all the elements that must be in place to create a movement that will continue to flourish for decades to come.

GSHH's staff size is made up of 47 regular employees and 70 seasonal/temporary employees throughout the year. The Council has an operating budget of \$7M. GSHH manages and operates several properties across the Hudson Valley region, including four Camps, two with Ranger residences, eight Girl Scout House/Program Centers, an office in Montgomery, plus several retail Shops and a Girl Scout Museum and Archives.



2021-2022 GSHH Revenue and Support



PROGRAM/PRODUCT SALES (NET OF COSTS)

In 2021-2022, program/product sales comprised \$4,833,649 of the \$6,149,406 total revenue and support for GSHH.

PROGRAM SERVICE FEES

In 2021-2022, program service fees comprised \$211,094 of the \$6,149,406 total revenue and support for GSHH.

ANNUAL GIVING, CONTRIBUTIONS, AND BEQUESTS

In 2021-2022, annual giving, contributions, and bequests comprised \$276,137 of the \$6,149,406 total revenue and support for GSHH.

OTHER

In 2021-2022, grants and contracts, investment and rental incomes, sales of merchandise, forgiveness of PPP2 loan, and other miscellaneous items made up \$828,526 of the \$6,149,406 total revenue and support for GSHH.

For more information on Girl Scouts Heart of the Hudson, please visit the [website](#).



THE OPPORTUNITY

GSHH seeks an inspirational, collaborative, and empowering leader to provide strategic direction and oversight for this storied and vital organization. The CEO will be part of a national network of CEOs working to build awareness around the value of the Girl Scout experience to current and future generations of girls and their families. This is a tremendous opportunity to join a beloved organization and collaborate with its constituents to chart a pathway for the Council's future growth and impact, maximizing its value to Girl Scouts of all ages, their families, volunteers, alumnae, and the GSHH community at large.

Reporting to the Board of Directors, the CEO is responsible for leading GSHH in deep collaboration with its many stakeholder groups, elevating the future course of the organization and addressing challenges facing GSHH head-on, which includes promoting programs and initiatives with partners; diversifying revenue streams; delivering high-caliber and engaging experiences and resources for Girl Scouts and volunteers; equipping teams with the tools and skills to embrace a rapidly evolving digital landscape; and fostering ongoing membership growth and engagement.

This leader will be charged with leading all aspects of the organization in partnership with a strong leadership team, including but not limited to, community and volunteer engagement, program development, fund development, membership development, and ensuring efficient operational, fiscal, and facilities management.

In partnership with Council constituents, the next CEO will establish the organization's vision, define bold short- and long-term goals for GSHH, and co-create a cohesive, targeted strategic plan, working with a wide variety of stakeholders to implement, adapt, and modify it as needed.



The CEO's key responsibilities include:

- Provide leadership, support, and direction to ensure that the mission and core values of Girl Scouting are put into practice within the council's jurisdiction.
- Direct the strategic planning process by providing facilitation and guidance in the formulation, integration, and implementation of long- and short-term operating objectives and actions to support the business strategy.
- Work with the Board and management team to develop, enhance, and implement policies, procedures, and systems that will improve the overall capacity of the council's structures, processes, and operations and the effectiveness of its delivery systems.
- Evaluate and advise on the impact of programs and strategies aimed at stimulating and sustaining membership growth. Ensure program quality through the development and implementation of standards, controls, and evaluation methodologies.
- Ensure the corporate and legal responsibilities of the council are fulfilled by staying informed on legislation and current legal requirements and by keeping the Board informed of pertinent trends and legislative activities that affect the work of the council.
- Continue to build and develop a cohesive GSHH staff, fostering an environment of transparency, collaboration, and empowerment across the organization's functions; motivating GSHH's staff and ensuring strong internal communication and retention.
- Ensure the continued development of a Council that embraces diversity, equity, inclusion, and access through words, actions, and attitude.
- Continue to strengthen and expand a positive support system and communication channel for volunteers and delegates.
- In collaboration with the CFO, ensure the financial health and integrity of the council by employing sound fiscal controls and by effectively integrating, managing, and leveraging the council's resources and assets.
- Partner with the Board and staff to develop and execute fund development strategies to enable the council to meet fundraising growth objectives.
- Serve as an advocate for Girl Scouting by actively representing the council in all communities in which it operates. Build awareness and support for the council's contribution to its communities' needs and values.
- Collaborate with the national organization to carry out the purpose of the Girl Scout movement as outlined in the Preamble to the Constitution of Girl Scouts of the U.S.A., to ensure that charter requirements are met, coordinate on operational and governance issues, and promote the national policy agenda and advocacy strategy.

CANDIDATE PROFILE

While it is understood that no single candidate will offer every desired attribute and competency, the following is a representative list of the ideal professional and personal qualities, skills, and characteristics. While it's not a requirement that the CEO bring previous experience with Girl Scouting, it would be beneficial. Regardless of their experience with Girl Scouts, strong candidates will embody the Girl Scout law:

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.

VISIONARY & STRATEGIC MINDSET

- A strategic leader with an inspirational style, eager and energized to develop and articulate a values-driven, community-inspired, and innovative vision for the next chapter of the Council.
- An action-oriented leader, this person will proactively and creatively address strategic challenges related to the Girl Scouts membership pipeline, retention, and relevance across generations and within a quickly evolving world.
- The ability to quickly pivot and act decisively in the face of emerging situations and circumstances while still maintaining focus on bigger picture vision and strategy.
- Consistently models exemplary and transparent leadership to inspire and guide teams and volunteers toward achieving organizational goals.
- With an appreciation for the organization's rich history, will celebrate the accomplishments of the Council to date, while having an eye constantly focused on the future and how to best adapt GSHH's programs and messaging for existing and new audiences in a changing world.
- Ability to work across the Council and its constituents to foster a strong sense of community and unity, including an understanding of the importance of in-person interactions across the Council area.
- Ability to work within a national network of Councils and collaborate with leaders across Girl Scouts of the USA to promote the national agenda while advocating for GSHH and its constituents.



EMPOWERING & COLLABORATIVE LEADER

- A transparent, open-minded, and confident leader, the CEO will treat others with respect, lead with care and empathy, and make all feel valued and bought into the mission and vision of the Council.
- Experience with membership and volunteer-led organizations is preferred; the ability to communicate, build relationships, and create buy-in for a shared vision across a wide range of constituents is required.
- Strong lens for diversity, equity, inclusion, and justice and the ability to lead with this lens across the organization.
- An engaging and supportive leader, the ideal candidate will have a track record of motivating and inspiring others to achieve impact through creativity, teamwork, and leveraging individual strengths to meet organizational goals.
- A strong communicator and natural listener who ensures all voices are heard, while also being firm and resolute in decisions.
- Experience building and working with an engaged Board of Directors and volunteer leadership, guiding meetings, and holding Directors accountable to governance responsibilities in a productive, efficient, and collaborative manner.



DEVELOPMENT & FUNDRAISING EXPERTISE

- Familiarity and comfort leveraging a wide range of fundraising channels and building organizational capacity to raise support from a wide range of channels, expanding funding sources.
- Track record of raising dollars from a variety of sources, including private and public dollars from individuals, foundations, and corporations.
- Ability to identify, cultivate, and grow funding opportunities with individual donors and foundations that ensure a constant new stream of financial support that builds long-term stability; knows how to inspire, steward, and solicit major donors.



NONPROFIT BUSINESS ACUMEN

- A seasoned executive and strong manager who understands the importance of effective operational and financial administration and has a proven track record of successfully leading complex business operations.
- Strong non-profit budget development and management skills with an understanding of how to build and implement effective infrastructures and systems that increase internal capacity and efficiency.
- Brings a track record of setting priorities decisively, delegating responsibilities, ensuring accountability, and allocating resources to ensure teams are set up to excel.
- Strong business orientation and an ability to use metrics to drive business decisions and achieve strategic objectives.
- Experience with property management and strategy beneficial given the council's significant holdings.



AUTHENTIC COMMUNICATOR & RELATIONSHIP BUILDER

- Exhibits the communication and delivery skills needed to successfully articulate the unique value proposition of GSHH to a wide range of stakeholders.
- Politically savvy with a demonstrated ability to quickly build trust with others. The CEO must be able to build and sustain relationships at multiple levels internally, externally, and with the national Council network.
- A understanding of the critical importance of volunteer leaders and the ability to serve as a bridge between volunteers and the organization.
- Ability to create a powerful sense of shared purpose and engagement in the future of GSHH among all constituents through effective communication, including serving as a key spokesperson and public face for the organization to the media, partners, funders, and others.

PASSION FOR THE MISSION

- A community-minded leader with a high EQ, the CEO will possess an unwavering dedication to advancing the enrichment, empowerment, and care of girls, their families, and the communities that make up GSHH.
- As the chief spokesperson for GSHH, the CEO must be fiercely dedicated to building girls of courage, confidence, and character who make the world a better place.
- Deeply dedicated to the sustainability of Girl Scouting, the CEO will work closely with key stakeholders to understand the forces, trends, opportunities, and challenges within Girl Scouting, ensuring programming and messaging remain relevant to existing and future generations of Girl Scouts.
- An individual of unquestioned integrity, ethics, and values — someone who can be trusted without reservation.



COMPENSATION & BENEFITS

Salary is competitive and commensurate with experience. The salary range for this role is \$225,000-\$275,000 with a generous benefits package including medical, dental, and vision coverage, life insurance, a 403(b) plan, and vacation time.

CEO must currently be located within the Hudson Valley region, or open to relocation to the area. The role requires significant travel throughout Council jurisdiction and required evening and weekend events. The CEO will be provided with a dedicated vehicle for business travel.

CONTACT

Koya Partners has been exclusively retained for this engagement, which is being led by Molly Brennan and Corina Benitz. Express interest in this role by [filling out our Talent Profile](#) or emailing the search team directly at GirlScouts_HH@koyapartners.com. All inquiries and discussions are strictly confidential.

GSHH, in recognition of its responsibility to its volunteers, its staff, and the girls it serves, and in keeping with GSUSA's Constitution and emphasis on pluralism, reaffirms its policy to ensure fair and equitable treatment in all its practices to all persons, regardless of race, color, religion, ethnicity, age, socio-economic status, disability, sexual orientation, gender identity, gender expression, or national origin.

GSHH has an anti-racism pledge that reflects who we are: an organization that is rooted in values set forth in our [Girl Scout Law](#), including honesty, fairness, caring, courage, and respect for self and others. All of these are hallmarks of Girl Scouts' broader commitment to diversity, equity, inclusion, and racial justice.

Our efforts include combating discrimination, promoting respect, and creating a sense of belonging as exemplified through the Girl Scouts Constitution and the values of our Girl Scout Promise and Law.

This council is an equal opportunity employer. All applications for employment will be considered without regard to race, color, religion, ethnicity, age, socio-economic status, disability, sexual orientation, gender identity, gender expression, national origin, or veteran status.

Koya Partners | Diversified Search Group is committed to providing reasonable accommodation to individuals living with disabilities. If you are a qualified individual living with a disability and need assistance expressing interest online, please email NonprofitSearchOps@divsearch.com. If you are selected for an interview, you will receive additional information regarding how to request an accommodation for the interview process.

ABOUT KOYA PARTNERS | DIVERSIFIED SEARCH GROUP

Koya Partners, a Diversified Search Group company, is the nation's premier search firm dedicated to mission-driven leadership. Since its founding in 2004, Koya has had an exclusive focus on mission-driven clients and was founded on the belief that the right leader can transform an organization and have a deep and measurable impact on our world. Koya works with nonprofits & NGOs, responsible businesses, and social enterprises in local communities and around the world.

Diversified Search Group is consistently recognized by Forbes on its top 10 list of "America's Best Executive Recruiting Firms" and is an industry leader in recruiting transformational leaders for a changing world. The firm is deliberately different in its approach, with best-in-class teams who have decades of experience in cultivating inclusive leaders, understanding the dimensions of diversity, and building equitable teams.

Learn more about Koya Partners | Diversified Search Group via the [firm's website](#).