

TITLE:	Product Program Manager
REPORTS TO:	Director of Product Program Operations
FLSA CLASSIFICATION:	Exempt
DATE:	April 2026
GRADE:	4
WORK LOCATION:	Greensboro Service Center; regular day travel within council jurisdiction

SUMMARY OF POSITION

The Product Program Manager drives the success of the council's financial and product goals by overseeing the planning, coordination and execution of the logistics of council-wide entrepreneurship programs, including the cookie and fall product programs and unique marketing programs and events. A primary focus is building and managing volunteer networks and relationships, and identifying, negotiating, and securing optimal booth locations across the council's jurisdiction, and managing cookie booth data and council-wide booth lotteries. The role holds direct management responsibility for the Triad Service Center-area cookie cupboards, ensuring efficient inventory operations that supports volunteers and troops across the region. The Product Program Manager plays a direct role in delivering entrepreneurial experiences that build girls' confidence, leadership, and financial-literacy skills.

ACCOUNTABILITIES

- Manage booth acquisition procedures to provide optimal cookie booths across the council.
 - Establish, maintain, and enhance relationships with businesses and community resources to ensure availability of safe booth sale locations for troops throughout the council's jurisdiction.
 - Enforce booth sales processes, procedures and guidelines.
 - Ensure required insurance information and permission requirements are provided.
 - Provide leadership and partner with Service Unit and Troop volunteers to secure booth locations and maintain good relationships with booth sponsors.
 - Oversee and implement council booth lotteries.
- Approve booth sale locations for troops.
- Partner with marketing team on public relations efforts related to product sale programs; contribute to and review press releases and media inquiries, and provide program data and insights to support public relations efforts.
- Collaborate with the Director of Product Program Operations to develop and deliver engaging product program training materials and content, while independently owning the scheduling of onboarding and ongoing training sessions and ensuring volunteers are consistently supported and equipped with up-to-date knowledge and best practices
- Support the implementation and ongoing management of vendor ordering databases for fall product and cookie programs, ensuring data accuracy, user accessibility, and alignment with program timelines.
- Manage Triad Service Center-area cookie cupboards and distribution sites, overseeing inventory levels, order fulfillment coordination, and site operations to ensure product availability meets troop and volunteer needs; oversee, direct, manage, and support seasonal staff and/or volunteers in cupboard operation.
- Work closely with Director of Product Program Operations and delivery agents to coordinate delivery of products and inventory of cupboards, including transporting product inventory between cupboard locations and service centers.
- Own, monitor and manage the Salesforce product program case queue as the first point of resolution; exercising independent judgement to prioritize and resolve volunteer and member queries, and escalating complex or sensitive cases to the Director of Product Program Operations as needed.
- Facilitate inventory moves of cookies to/from cupboards for smaller delivery sites, including driving and loading/unloading cases of cookies as needed during cookie program.

- Provide insight and feedback into all aspects of product sales programs, including volunteer engagement and materials development.
- Coordinate with Special Events team girl-facing event(s) for recognition of top product program participants and council-wide cookie events.
- Partner with Director of Product Program Operations to ensure timely and accurate recognitions/rewards calculations; serve as lead to coordinate distribution to volunteers.
- Secure certificates of insurance for troop cookie sales as requested.
- Provides exemplary service to volunteers, members, and customers.
- Provides membership reports to volunteers as requested.
- Perform other duties as assigned.

QUALIFICATIONS

Core Competencies

- Achieve Results
- Problem Solving
- Time Management
- Marketing & Sales Skills
- Must have the ability to work independently
- Relational Intelligence
- Judgement and Decision Making
- Customer Responsiveness
- Communication & Presentation Skills

Education, Experience, & Certifications

- Bachelor's degree in marketing, business, sales or related field is preferred. Equivalent combination of education and experience is required.
- Two or more years of related work experience with a demonstrated history of consistently achieving or surpassing goals and accountabilities.
- Experience working with volunteers and work in a not-for-profit organization is desirable.

Skills & Competencies

- Commitment to providing top-notch customer service for all internal and external contacts with a desire to resolve customer inquiries on first contact.
- Skills and experience managing and motivating volunteers/volunteer teams.
- Experience and sensitivity in working with diverse people and volunteers.
- Must have consistent drive, persistence, sense of urgency, flexibility, willingness to learn, and sales aptitude.
- Demonstrated ability and proficiency to perform accurate sales data entry, create reports, and analyze data.
- Ability to effectively manage resources and projects.
- Ability to read and comprehend detailed instructions, correspondence, and memos. Ability to compose, edit, and interpret correspondence.
- Proficient in council systems including but not limited to Salesforce, Microsoft Office including Word, Excel, Outlook, and various forms of social networking. Ability to learn and utilize new software.
- Excellent time management and organizational skills with ability to carry out a variety of responsibilities with multiple priorities and deadlines with limited supervision.
- Excellent math, problem solving and trouble-shooting skills.
- Demonstrated ability to communicate effectively and persuasively in person, by phone and in writing by email with customers, prospective members, parents/guardians, volunteers and colleagues, using correct grammar and spelling.
- Ability to present to a variety of audiences and group sizes with confidence and clarity; comfort with public speaking.
- Demonstrated ability to work independently and as part of a team.
- Reliable and punctual attendance and willingness and ability to work regular and flexible hours, including evenings and weekends when required.
- Prior experience with Girl Scout program, philosophy, standards, and product sale program is highly desirable.

Additional Requirements

- Subscribe to the principles of the Girl Scout Movement and become and remain a registered member of GSUSA, Girl Scouts Carolinas Peaks to Piedmont.
- Successfully pass criminal and driver background investigation.
- Valid state-issued driver’s license, valid auto insurance, acceptable driving record and access to a vehicle on a daily basis and willingness and ability to travel throughout the council’s geographic area.

PHYSICAL DEMANDS & WORK ENVIRONMENT

The employee must be able to lift and/or move up to 35 pounds unassisted, for prolonged periods of time, including up and down short flights of stairs and in and out of vehicles.

The employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls including the operation of computer keyboard, calculator, copier machine and other office equipment; reach with hands and arms; climb stairs; balance; bend and stoop, kneel, crouch or crawl; talk or hear within normal range for telephone use. The employee may be exposed to a variety of outdoor weather conditions including heat, cold, rain and wind. The employee must have close visual acuity to perform activities such as viewing a computer terminal, preparing and analyzing data and figures, and extensive reading. The employee must be able to work outside for extended periods of time in a variety of weather conditions.

DISCLOSURE & ACKNOWLEDGEMENT

The statements above reflect the essential functions and qualifications for this job, but should not be considered an all-inclusive listing. Employees may be asked to perform other duties as needed to ensure the smooth functioning of Council operations. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Please be advised that this document should not be construed, in any manner, as a contract of employment. All employees of Girl Scouts Carolinas Peaks to Piedmont are employees “at-will”. By signing below, I acknowledge I have read, understand, and am able to successfully perform the responsibilities and requirements of this position as described.

Employee Signature _____ Date _____