



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PIEDMONT FAMILY YMCA JOB DESCRIPTION

Job Title: Senior Membership Director

Leadership Level: Multi-Team Leader

Status: Full Time

Reports to: Branch Executive Director/VP of Community Engagement

Pay Range: 55K+

FLSA Status: Exempt

Department: Membership

Revision Date: 6/24/20

POSITION SUMMARY

Under the supervision of the Branch Executive Director/VP of Community Engagement, the Senior Membership Director supports the work of the Y, a leading nonprofit committed to strengthening community through youth development, healthy living and social responsibility. As such, the position will be responsible for directing all aspects of membership for the Brooks Family YMCA; including the recruitment of new members, retention and engagement of existing members and development of a high quality member service staff team. The Membership Director will be responsible for developing strategies, relationships and goals to achieve membership growth.

OUR CULTURE

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. **We are welcoming:** we are open to all. We are a place where you can belong and become. **We are genuine:** we value you and embrace your individuality. **We are hopeful:** we believe in you and your potential to become a catalyst in the world. **We are nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

ESSENTIAL FUNCTIONS

- Create a member-focused culture that models relationship-building skills in all interactions. Foster a climate of innovation and resolve problems to ensure member satisfaction.
- Implement membership strategies that support recruitment of new members and retention of existing members.
- Oversee planning, development and management of the annual membership and marketing budgets; take appropriate action to correct variances.
- Responsible for membership billing, auditing membership forms, creating membership reports, corporate/group membership billing and military memberships.
- Responsible for meeting and/or exceeding the monthly membership sales and activity.
- Coordinate membership direct mailings, i.e. new member welcome letters, returned payment letters, and membership promotions using Daxko Engage.
- Attend and prepare for special events and promotions.
- Recruit, hire, train, develop, evaluate and supervise membership staff. Create process to onboard new staff members to create a path for their success within their first 90 days of employment.
- Utilize and become Association expert in Daxko Operations (membership software) to execute membership management.

- Administer special membership programs, including corporate memberships, military memberships and insurance reimbursements. Develop strategies to increase corporate membership sales and engagement.
- Oversee nationwide membership reciprocity and member sex offender screenings.
- Oversee "Open Doors" scholarship assistance program.
- Ensure staff are trained to achieve highest level of customer service in all interactions. Develop strategies to motivate the team and achieve goals.
- Schedule membership staff and make adjustments as necessary based on branch revenue and expenses.
- Maintain timely, relevant knowledge of all Y programs and services to accurately answer member and guest questions.
- Actively participate in tour duty, staff trainings, professional development and Membership, Programs and Outreach Committee meetings.
- Provide leadership and support to the annual fundraising campaign and volunteer committees as assigned. Develops and maintains effective working relationships within the community.
- Support the Wellness Department with Fit-Path orientations and Virtua-Gym app.
- Partner with the Marketing and Communications Director to ensure effective promotion and visibility of all assigned membership and program areas. Monitor the website to ensure all membership information is clearly communicated.
- Performs other duties as assigned.

LEADERSHIP COMPETENCIES

Mission Advancement: Accepts and demonstrates the Y's values. Demonstrates a desire to serve others and fulfill community needs. Recruits volunteers and builds effective, supportive working relationships with them. Supports fund-raising.

Collaboration: Works effectively with people of different backgrounds, abilities, opinions, and perceptions. Builds rapport and relates well to others. Seeks first to understand the other person's point of view, and remains calm in challenging situations. Listens for understanding and meaning; speaks and writes effectively. Takes initiative to assist in developing others.

Operational Effectiveness: Makes sound judgments, and transfers learning from one situation to another. Embraces new approaches and discovers ideas to create a better member experience. Establishes goals, clarifies tasks, plans work and actively participates in meetings. Follows budgeting policies and procedures, and reports all financial irregularities immediately. Strives to meet or exceed goals and deliver a high-value experience for members.

Personal Growth: Pursues self-development that enhances job performance. Demonstrates an openness to change, and seeks opportunities in the change process. Accurately assesses personal feelings, strengths and limitations and how they impact relationships. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

QUALIFICATIONS

- Bachelor's degree in human services, social services, business, communication or other related field is preferred.
- Six or more years of leadership experience, preferably in a YMCA or other nonprofit agency.

- Strong Microsoft Office skills are required and strong working knowledge of Daxko membership software is preferred.
- Ability to direct total operations through supervision of staff, development and monitoring of department budget, marketing and public relations, and program development.
- Ability to relate effectively to diverse groups of people from all social and economic segments of the community.
- Proven track record of developing authentic relationships with others.
- Ability to establish and maintain collaborations with community organizations.
- YMCA Multi-Team or Branch Leader certification preferred.
- CPR and First Aid certifications may be required.

WORK ENVIRONMENT & PHYSICAL DEMANDS

- While performing the duties of this job, the employee is regularly required to use a computer for extended periods of time and be able to communicate using a computer and phone/smart device. The employee frequently is required to sit and reach, and must be able to move around the work environment.
- The employee must occasionally lift and/or move up to 10 pounds.
- Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust.
- The noise level in the work environment is usually moderate.

SIGNATURE

I have reviewed and understand this job description.

Employee's name

Employee's signature

Today's date: _____