



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MEMBERSHIP DIRECTOR

Job Title: **Membership Director**
FLSA Status: Full-Time, Exempt
Reports to: Chief Operations Officer

Job Grade: 17
Revision Date: 11/27/19
Department: Membership

POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit committed to strengthening community through youth development, healthy living, and social responsibility. Directs all aspects of membership for the YMCA including recruitment of new members, retention of existing members and supervision of assigned staff. Develops, plans and implements new procedures and methods to achieve strategic goals.

ESSENTIAL FUNCTIONS:

1. Implements membership strategies that support the recruitment of new members and retention of existing members. Creates a member-focused culture and models relationship-building skills in all interactions. Fosters a climate of innovation and resolves problems to ensure member satisfaction.
2. Promotes program and membership enrollment in interactions with existing and potential members. Coordinates program registration, including logistics to support phone, walk-in and web registration. Coordinates with marketing efforts to maximize enrollments and provides ongoing support to Program Directors on related issues.
3. Participates in the planning of the annual budget; manages and implements the approved budget for membership and takes appropriate action to correct variances
4. Ensures proper implementation of front desk procedures. Reviews and updates desk procedures and communicates changes to Membership Coordinator. Coordinates with the business office as necessary on financial transactions.
5. Organizes membership events at the YMCA and represents the YMCA at community events to promote the YMCA.
6. Responsible for the implementation and success of the Membership Experience Plan.
7. Performs a membership survey at least once a year.
8. Develops and implements annual membership enrollment reports for the CEO and appropriate committees/Board of Directors.
9. Assist in the development and implementation of a membership retention plan to include a New Member Orientation.
10. Serves as an assistant staff liaison to the Association's Financial Development Committee.
11. Attends bi-weekly staff meetings and monthly membership & board meetings. Helping with the board packets/minutes.
12. Promotes program and membership enrollment and assures careful assimilation of new members into programs through proper cross-selling techniques.
13. ACTIVELY develops a relationship with leaders of community corporations to help attain membership goals and objectives.
14. Take an active role in assisting the CEO and COO in attaining membership goals and objectives and carrying out the mission of our YMCA.
15. Leads assigned aspects of the annual campaign.
16. Participates in staff meetings and/or related meetings.
17. Performs other duties as assigned.

Hastings Family YMCA
P.O. Box 1065
Hastings, NE 68902
(P) 402-463-3139

YMCA COMPETENCIES (Team Leader):

Mission Advancement: Models and teaches the Ys values. Ensures a high level of service with a commitment to changing lives. Provides volunteers with orientation, training, development, and recognition. Cultivates relationships to support fund-raising.

Collaboration: Champions inclusion activities, strategies, and initiatives. Builds relationships to create small communities. Empathetically listens and communicates for understanding when negotiating and dealing with conflict. Effectively tailors communications to the appropriate audience. Provides staff with feedback, coaching, guidance, and support.

Operational Effectiveness: Provides others with frameworks for making decisions. Conducts prototypes to support the launching of programs and activities. Develops plans and manages best practices through engagement of the team. Effectively creates and manages budgets. Holds staff accountable for high-quality results using a formal process to measure progress.

Personal Growth: Shares new insights. Facilitates change; models adaptability and an awareness of the impact of change. Utilizes non-threatening methods to address sensitive issues and inappropriate behavior or performance. 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:

1. Bachelor's degree in related field preferred or equivalent combination of education and experience.
2. Previous supervisory experience in customer service preferred.
3. Excellent personal computer skills and experience with standard business software.
4. Ability to relate effectively to diverse groups of people from all social and economic segments of the community.

WORK ENVIRONMENT & PHYSICAL DEMANDS:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- 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.

SUPERVISES

Facility Managers
Welcome Center
Mini Golf

SIGNATURE:

I have reviewed and understand this job description.

Employee's name

Employee's signature

Today's date: _____