

Membership & Marketing Director

Position Summary:

Under the supervision of the CEO, The Membership and Marketing Director is responsible for all aspects of membership, including recruitment of new members, retention of existing members and supervision of assigned staff. The Director develops and implements effective membership procedures and methods to achieve strategic goals. Additionally, this position leads a culture of excellence and plays a key role in advancing the Y mission and cause within the staff culture and the community. The Director also builds the community's understanding of the Y's cause and impact.

Qualifications:

- Must be a Cause-Driven Leader (focused on the mission and service to others)
- Must have excellent relationship and interpersonal skills.
- Must have an ability to lead efforts that foster a sense of belonging among program and facility members.
- Must be sensitive, adaptable, professional, and articulate when dealing with others.
- Ability to relate effectively to diverse groups of people from all social and economic segments of the community.
- Must be able to work autonomously within the YMCA core values of Caring, Honesty, Respect and Responsibility.
- Must have excellent written and oral communication skills.
- Ability to handle administration and management of member/customer service.
- Previous staff development and supervision experience.
- Ability to develop and monitor revenue and expense budgets.
- Ability to oversee marketing and public relations related to membership. Technical skill a plus, but not a must.
- Demonstrated skills in planning, time management, flexibility, organization and independent work proficiency.
- Bachelor's degree in related field preferred or equivalent.
- Excellent personal computer skills and experience with standard business software.
- Ability to attend trainings and meetings as required even if scheduled outside normal working or regular scheduled hours.
- Current CPR/AED certification or ability to become certified within first 60 days.

Essential Functions:

- Oversees all aspects of membership within branch in accordance with Y-USA guidelines and association guidelines including membership types and rates, policies and procedures, member account entry, paperwork, account management, procedural changes, process membership and program refunds.
- Develop, manage and monitor the department operating budget to meet or exceed budget targets.
- Develops and implements acquisition and retention strategies that will meet or exceed annual membership goals.
- Develops, manages and monitors annual marketing and communication plan taking appropriate action to make sure goals are met.
- Oversees and administer all member database programs; evaluate current functions and processes and implement upgrades, changes and new components.

- Creates a member-first culture and models relationship-building skills (including Listen First) in all interactions. Fosters a climate of innovation and resolves problems to ensure member satisfaction.
- Oversees Membership Financial Assistance Program; applications and annual renewals). Maintains confidentiality of sensitive personal and financial data for members.
- Promotes and leads branch staff trainings (New Employee Orientation, Member First trainings etc.).
- Manages Y surveys on an annual and quarterly basis (SEER, Daxko Engage NPS etc.)
- Plans and coordinates membership events and develops effective working relationships with community organizations while promoting and representing the Y.
- Actively participates in the Annual Campaign, Classic and any other campaigns, by helping to raise dollars towards the branch goal.
- Assists in providing team leadership to the membership department and the overall association. Completes regularly scheduled MOD (Manager on Duty) shifts and attends leadership meetings.

Work Conditions and 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.
- Ability to thrive in an environment with the unique challenges of a non-profit community service organization.
- Ability to work in excess of a 40-hour week with irregular work hours.
- Visual and auditory ability to respond to critical incidents and physical ability to act swiftly in emergency situations.
- Ability to stand or sit while maintaining alertness for several hours at a time.
- Ability to walk, stand and sit for periods of time.
- Position may require bending, leaning, kneeling.
- Ability to speak concisely and effectively communicate needs.
- Must be able to lift and carry food and supplies weighing up to 25 pounds.
- Long periods of viewing data on a computer and/or on paper.

Benefits: health, dental, life coverage, 8% retirement (5% Y, 3% staff contribution after 2 years), generous PTO schedule
Salary \$42,000-48,000