

Membership & Marketing Director

Position Summary:

Under the supervision of the COO, The Membership and Marketing Director is responsible for member engagement, member service, welcome center business, and creation and implementation of the marketing plan. This includes recruitment and retention of members, and supervision of service staff. The Director develops and implements effective membership procedures, methods to achieve strategic goals and possess a mix of relationship-building skills and technical marketing and communication skills. 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.

Qualifications:

- Must be a Cause-Driven Leader (focused on the mission and service to others)
- The preferred candidate's background includes strong working knowledge of current concepts, practices, and procedures related to the fields of marketing communications.
- 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 preferred.
- Ability to develop and monitor revenue and expense budgets.
- 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 Microsoft and Google suite, InDesign, and Photoshop.
- Ability to attend training and meetings as required even if scheduled outside normal working or regular scheduled hours.
- Current CPR/AED certification or ability to become certified within the first 60 days.

Essential Functions:

- Oversees aspects of membership within the association in accordance with Y-USA guidelines including membership types and rates, policies and procedures, member account entry, paperwork, account management, procedural changes, process membership and program refunds.
- Develops, manages, and monitors the marketing and communication plan.
- Responsible for quality marketing materials and communications for all departments including social media, digital marketing, website, and online content.
- Develop, manage and monitor the department operating budget to meet or exceed budget targets including strategies for acquisition and retention.
- Oversees and administers all database programs; evaluates current functions and processes and implements upgrades, changes and new components.(Daxko Operations, Daxko Engage, Daxko Mobile)
- 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.

- Manages Y surveys on an annual and quarterly basis (SEER, Daxko Engage NPS etc.)
- Plans and coordinates membership events.
- 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.
- Ensure the cleaning schedule is performed by staff to ensure the welcome center is clean and well organized.
- 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, retirement, generous PTO

Salary \$55,000 to 60,000

Open Until Filled

Email cover letter, resume, and application to abassett@wooddriverymca.org