



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA of Greater Kalamazoo Job Description

Job Title: Branch Membership Director

Pay Range: \$40,000 to \$43,000/annually

POSITION SUMMARY:

Responsible for the overall planning, development, implementation, and follow through of membership sales and engagement processes, and providing leadership and direction to the Membership staff for this branch. Ensures that all membership development and retention strategies and procedures are implemented at the branch level, and works in accordance with the Association Membership Director to conduct such processes in a way that is consistent with association-wide practices.

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:

1. Creates a warm and welcoming environment for all who enter the building through communicating and building relationships with members.
2. Leads Membership team with a positive, "can do" attitude. Ensures policies and procedures are followed and creates opportunities to increase staff engagement.
3. Fosters a climate of innovation and engagement, ensuring that all sales and net activity goals are met.
4. Implements strategies that support the recruitment of new members and retention of current members, and meet related goals.
5. Acts as an advocate for member value-added programs and services which enhance and have a positive impact on member satisfaction.
6. Recruits, hires, trains, supervises, provides professional development opportunities, and when necessary, terminates all Membership staff. Provide supervision to other staff as needed.
7. Assists with development of budget, monitors expenses, and generates reports as needed.
8. Manages financial assistance process, reviews and approves financial assistance awards.
9. Monitors payroll expenditures and ensures that they are within budget, takes appropriate steps to address issues as identified.
10. Identifies membership trends, provides solutions to improve collections.
11. Develops and implements membership sales and retention plans, including marketing and promotion.
12. Utilizes software systems to set up programs, run and analyze reports.



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13. Revolves member complaints in a positive and expedient manner.
14. Monitors member satisfaction via comment cards and surveys, recommends and implements changes to increase satisfaction ratings.
15. Assists with development and distribution of membership communication and marketing pieces in accordance with association guidelines.
16. Develops and implements recognition initiatives for members.
17. Develops and implements processes and procedures to ensure high-quality customer service.
18. Plans and attends new member acquisition and current member retention events.
19. Plans and organizes team meetings.
20. Coordinates/participates in fundraising activities.
21. Gives approval for membership refunds or adjustments.
22. Acts as Director on Duty as assigned.
23. Attends meetings as assigned.
24. All other related duties as assigned.

QUALIFICATIONS:

Education/Training/Certifications:

1. High school diploma required, Bachelor's degree in related field preferred.
2. Three to five years of experience in a sales role, previous customer service experience, and with at least one year of supervising others preferred.
3. Communicate clearly and concisely, verbally and in writing.
4. Computer skills required, including ability to learn new software, running reports, and analyzing data.
5. Represent the YMCA in a mature and professional manner, and use a customer-focused approach to resolve concerns.
6. Establish and maintain cooperative relationships with members, staff, and others contacted in the course of the work.
7. Ability to work well under pressure with multiple competing priorities.
8. Exercise good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.

Technical Knowledge/Skills:

1. Experience working with a diverse community.
2. Working knowledge of age appropriate behavior modification techniques and activities.
3. Proficiency in word processing, spreadsheets, and other basic computer functions.
4. Supervisory experience and skills.
5. Experience with recruitment and management of volunteers.

Proficiencies and Professionalism:

Language Skills – Ability to:

1. Read, analyze, and interpret general and technical business communications and manuals
2. Write reports, business correspondence, marketing materials, and produce manuals.
3. Effectively present information and respond to inquiries at an individual or group level
4. Communicate effectively at all levels with staff, members and volunteers



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Mathematical Skills – Ability to:

1. Accurately calculate percentages and discounts
2. Keep accurate timesheets

Cognitive Skills – Ability to:

1. Solve practical problems, while considering various impacting factors
2. Interpret instructions in variety of written or oral formats

Work Performance Skills – Ability to:

1. Organize, prioritize and manage tasks with limited supervision
2. Cooperatively balance department and organizational goals
3. Exercise professional judgment
4. Make good, sound decisions and take decisive action when called to do so
5. Consistently and positively interact with customers and coworkers
6. Demonstrate willingness to learn, accept responsibility, take initiative and be flexible
7. Represent the YMCA in a professional manner both inside and outside the YMCA through a positive and well-motivated attitude and support of YMCA programs, mission, and goals
8. Exhibit the core values of Caring, Honesty, Respect and Responsibility

WORK ENVIRONMENT & PHYSICAL DEMANDS:

1. Ability to walk, stand, and sit for long periods of time.
2. Exposure to communicable diseases utilizing appropriate PPE.
3. Must be able to lift and carry supplies weighing up to 20 pounds.
4. Ability to stand or sit while maintaining alertness for several hours at a time.
5. Position may require bending, leaning, kneeling, and walking.
6. Ability to speak concisely and effectively communicate.
7. Visual and auditory ability to respond to critical situations and physical ability to act swiftly in an emergency
8. Ability to view/enter data on a computer monitor for long periods of time.
9. Ability to observe/evaluate facility and groups of customers/staff by sight and sound.

For additional information or to submit a resume, contact Kristen Lovely, HR Director, at klvely@kzooyymca.org.