



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA of Greater Kalamazoo Job Description

Job Title: Membership Director – Maple Site

Salary Range: \$40,000 to \$43,000/year

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 site. Ensures that all membership development and retention strategies and procedures are implemented at the site 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. At 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. Leads, manages and hold accountable Member Service Team to standards of performance commiserate with Member Expectations.
4. Assists with staff recruiting to include but not limited to interviewing, hiring, onboarding and training.
5. Monitor and audit Financial Assistance applications and assist applicants in the becoming Y Members.
6. Manage and schedule Manager's on Duty (MOD), assist in training and holding accountable.
7. Oversee Daxko Operations software, audit membership entries, transactions, and shift close – outs.
8. Become proficient in Daxko Operations systems related to members and membership operations.
9. Fosters a climate of engagement within the Membership Department, ensuring that all sales and net activity goals are met.
10. Acts as an advocate for Member value-added programs and services which enhance and have a positive impact on Member satisfaction.



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11. Assists with development of budget, monitors expenses, and generates reports as needed.
12. Manages financial assistance process, reviews and approves financial assistance awards.
13. Monitors payroll expenditures and ensures that they are within budget, takes appropriate steps to address issues as identified.
14. Develops and implements site specific membership sales and retention plans in accordance with the Association-wide campaigns and promotions.
15. Utilizes Daxko software system to run and analyze Member utilization, retention and activity reports.
16. Resolves Member complaints in a positive and expedient manner with the assistance of the appropriate Program Directors.
17. Monitors Member satisfaction via comment cards and Daxko surveys, recommends and implements changes within the Membership department to increase satisfaction ratings.
18. Assists with development and distribution of Membership communication and marketing pieces in accordance with association guidelines.
19. Develops and implements recognition initiatives for Members in accordance with Association-wide expectations and programs.
20. Implements processes and procedures to ensure high-quality customer service, including but not limited to: training, observation of Member Service staff Members.
21. Coordinates and attends new member acquisition and current member retention events, as assigned.
22. Plans and organizes Member Service team meetings.
23. Supports and participates in fundraising activities.
24. Gives approval for Membership refunds or adjustments.
25. Acts as Director on Duty as assigned.
26. Attends meetings as assigned.
27. 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.



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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 licensing 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

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. Maintain confidentiality
8. 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
9. 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.