



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA of Greater Kalamazoo Job Description

Job Title: Member Engagement Coordinator

Salary Range: \$40,000 + Incentive

POSITION SUMMARY:

The YMCA of Greater Kalamazoo is seeking a motivated and enthusiastic individual to join our team as a Membership Sales Representative. The ideal candidate will be passionate about health and wellness, possess excellent communication skills, and have a proven track record in sales. This role will be responsible for promoting YMCA membership; building strong relationship with our members' staff and guests; and, contributing to the overall success of our organization. Works in accordance with the VP of Membership and Fund Development.

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. Membership Sales:
 - a. Actively promote YMCA Memberships to prospective members through in person tours, phone calls, Daxko Engage Initiatives, member referrals, and community outreach.
 - b. Conduct scheduled and walk-in tours.
 - c. Utilizing proven sales techniques, overcome objections, create a welcoming environment to engage prospects to join.
 - d. Create leads by utilizing the Y's current and past membership and program participants.
 - e. Assist in converting possible terminations.
 - f. Meet or exceed sales monthly sales goals.
2. Customer Service:
 - a. By following the YMCA of Greater Kalamazoo's Core Values, Mission and Diversity statements; create a welcoming environment for all prospective members.
 - b. Build strong relations with members encouraging retention and referrals.
3. Marketing and Outreach:
 - a. Provide feedback and insights around marketing strategies used to attract new members.
 - b. Represent the YMCA at pre-determined Community Outreach events both in house and external to the Y.
4. Administrative Duties:



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- a. Maintain accurate records to include but not limited to:
 - i. Lead/Prospect Management
 - ii. Sales – per day, per week, per month
 - iii. Commission statement reports
 - iv. Other Daxko Membership Reports as determined
 - v. Daxko member entry
 - b. Process new member applications, member revision forms, termination requests.
 - c. Follow-up with new members who sign up during off hours.
 - d. Audit membership paperwork.
 - e. Attend meetings as assigned.
 - f. Complete all organization required trainings.
 - g. Manage and communicate working schedule with the Member Service team both at Maple and Portage.
 - h. Meet monthly sales goals.
5. Miscellaneous:
- a. Be knowledgeable of all YMCA programs.
 - b. Develop relationships with Association Directors, Directors and Coordinators.
 - c. Collaborate with other departments.
 - d. To ensure all children are safe from abuse and are able to learn, grow, and thrive, and as required by Michigan law, you will report any suspected incidence of child abuse or neglect to your supervisor and Children's Protective Services (1-855-444-3911).

QUALIFICATIONS:

1. High school diploma required.
2. Two to three years of experience in a sales role and previous customer service experience preferred.
3. Ability to work independently.
4. Organizational skills and attention to detail.
5. Flexibility of working hours, days, evenings and weekends.
6. Communicate clearly and concisely, verbally and in writing.
7. Computer skills required, including ability to learn new software, running reports, and analyzing data. Proficiency in word processing, spreadsheets, and other basic computer functions.
8. Represent the YMCA in a mature and professional manner, and use a customer-focused approach to resolve concerns.
9. Establish and maintain cooperative relationships with members, staff, and others contacted in the course of the work.
10. Ability to work well under pressure with multiple competing priorities.
11. Exercise good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.
12. Experience working with a diverse community.
13. Ability to produce accurate reports and timesheets.
14. Ability to multi-task, problem solve, make sound decisions, and take action while positively interacting with customers and staff.
15. Maintain confidentiality of information.
16. Exhibit the YMCA Core Values.



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WORK ENVIRONMENT & PHYSICAL DEMANDS:

1. Ability to walk, stand, and sit for long periods of time.
2. Must be able to lift and carry supplies weighing up to 20 pounds.
3. Position may require bending, leaning, kneeling, and walking.
4. Visual and auditory ability to respond to critical situations and physical ability to act swiftly in an emergency
5. Ability to view/enter data on a computer monitor for long periods of time.
6. Ability to observe/evaluate facility and groups of customers/staff by sight and sound.

SIGNATURE:

I have reviewed and understand this job description. I agree to fulfill all requirements necessary for the performance of all job segments described. I understand and mutually accept that the Position Description is not a contractual agreement.

Employee's name

Employee's signature

Today's date: _____