

## MEMBERSHIP DIRECTOR

Job Title: **Membership Director**

Job Code: (unique to Y)

FLSA Status: Exempt

Job Grade: (unique to Y)

Reports to: CEO, Wilkes-Barre Family YMCA

Revision Date: 5/15/16

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### Position Summary:

Directs all aspects of membership for the Wilkes-Barre Family YMCAs including recruitment of new members, retention of existing members and supervision of assigned staff. Develops, plans and implements new procedures and methods to achieve strategic goals. Implements YMCA Best Practices in all aspects of membership.

### Essential Functions:

1. Stays current with national YMCA trends and program models and implements membership strategies that promote recruitment of new members and retention of existing members. Organizes assigned staff to support membership development and retention goals. Identifies and resolves problem areas to ensure member satisfaction.
2. Creates a member-focused culture and models relationship building skills in all interactions. Fosters a climate of innovation and resolves problems to ensure customer satisfaction.
3. Conducts ongoing assessment of staff functions to determine required core competencies and skills; and designs and implements training as needed. Recruits, hires, trains, develops, schedules and directs personnel and volunteers as needed. Reviews and evaluates staff performance. Develops strategies to motivate staff and achieve goals.
4. Promotes program and membership enrollment in interactions with existing and potential members and in the community. Coordinates program registration, including logistics to support phone, walk-in and web registration. Coordinates with marketing efforts to maximize enrollments; and provides ongoing support to Program Directors on related issues.
5. Participates in the planning of the annual budget; manages and implements the approved budget for membership and takes appropriate action to correct variances
6. Ensures proper implementation of front desk procedures. Reviews and updates desk procedures and communicates changes to staff. Coordinates with the business office as necessary on financial transactions.
7. Organizes membership events at the YMCA and represents the YMCA at community events to promote the YMCA.
8. Leads assigned aspects of the Annual Support Campaign.
9. Participates in staff meetings and/or related meetings.
10. Performs other duties as assigned.

### YMCA Competencies (Team Leader)

**Mission Advancement:** Models and teaches YMCA values. Champions inclusion activities, strategies and initiatives. Ensures high-level services that differentiate the YMCA from other providers. Provides volunteers with orientation, training, development and recognition.

**People Oriented:** Empathetically listens and communicates for understanding when negotiating and dealing with conflict. Builds relationships to create small communities. Effectively tailors communications to the appropriate audience. Provides staff with feedback, coaching, guidance and support.

**Results Oriented:** Holds staff accountable for high-quality results using a formal process to measure progress. Conducts prototypes to support the launching of programs and activities. Provides others with frameworks for making decisions. Develops plans and manages best practices through engagement of team. Cultivates relationships to support fundraising. Effectively creates and manages budgets.

**Personal Development Oriented:** Utilizes non-threatening methods to address sensitive issues and inappropriate behavior or performance. Shares new insights. Facilitates change; models adaptability and an awareness of the impact of change.

**Requirements:**

1. Bachelor's degree in related field preferred or equivalent combination of education and experience.
2. 2 Years previous supervisory experience in customer service required.
3. Excellent personal computer skills and experience with standard business software.
4. Certification in CPR, and First Aid, or acquire within 90 days of hire.
5. Must obtain Child Abuse, State Police clearance and fingerprinting for employment.
6. Must have the ability to make sound, independent decisions.
7. Experience working in diverse communities preferred.
8. Ability to relate effectively to diverse groups of people from all social and economic segments of the community.