



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF METRO NORTH-SAUGUS CAMPUS

Job Title: **Membership Director**

FLSA Status: Exempt

Reports to: Senior Branch Director

Revision Date: September 2017

POSITION SUMMARY:

The Membership Director has primary responsibility for the overall organization, administration, development, marketing, supervision and implementation of Saugus Y membership services, recruitment and retention of members. Additional responsibilities include providing direct leadership and supervision to the front desk ensuring a friendly, competent environment for members and visitors to the branch. The Membership Director plays a key role in fundraising and events at the Saugus Y.

ESSENTIAL FUNCTIONS:

- Provide excellent member service by exceeding member expectations.
- Engage in active listening with members in order to build relationships, understand individual's goals and interests, and take the initiative to assist in the achievement of those goals.
- Work with Senior Branch Director to enhance and add value to the Y membership experience.
- Recognize and promote member service and retention as the primary responsibility of all staff.
- Develop and implement comprehensive membership recruitment, marketing and retention plans.
- Based on budget, create a plan for and track monthly membership sales.
- Work with the technical support and program staff to create best practices in registration of membership and programs.
- Provide member feedback for program directors.
- Employ, supervise, schedule and evaluate all member service staff to insure the highest standard of service.
- Develop and implement systems so member service staff have the necessary information to provide timely and accurate information to customers in person, by telephone or electronically.
- Provide training and direct leadership to all assigned staff in procedures, policies, philosophies and mission of the Melrose Y.
- Maintain expenditures within established budget guidelines, while completing all budget reports, projections, statistics and drafts in a timely fashion.
- Assist Executive Director in annual campaign and fundraising solicitation of membership base.
- Work with other directors to organize Y events.
- Remain current in required training necessary to advancing the Y cause of strengthening communities through youth development, healthy living and social responsibility.
- Maintain a professional image and manner consistent with the YMCA mission and goals.

YMCA COMPETENCIES (Team Leader):

- *Mission Advancement*: Models and teaches the Ys values. Ensures a high level of service with a commitment to changing lives. Provides volunteers with orientation, training, development, and recognition. Cultivates relationships to support fund-raising.
- *Collaboration*: Champions inclusion activities, strategies, and initiatives. Builds relationships to create small communities. Empathetically listens and communicates for understanding when negotiating and dealing with conflict. Effectively tailors communications to the appropriate audience. Provides staff with feedback, coaching, guidance and support.

- *Operational Effectiveness*: Provides others with frameworks for making decisions. Conducts prototypes to support the launching of programs and activities. Develops plans and manages best practices through engagement of team. Effectively creates and manages budgets. Holds staff accountable for high-quality results using a formal process to measure progress.
- *Personal Growth*: Shares new insights. Facilitates change; models adaptability and an awareness of the impact of change. Utilizes non-threatening methods to address sensitive issues and inappropriate behavior or performance. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

WORK ENVIRONMENT:

- The noise level in the work environment is usually moderate.
- Some weekend and evening work may be required.
- Ability to stand for a period of time as well as work and train on a computer.

REQUIRED TRAINING:

- Redwoods Training as assigned
- First Aid, CPR AED

QUALIFICATIONS:

- Bachelor's degree in related field preferred or equivalent combination of education and experience.
- Previous supervisory experience in customer service preferred.
- Excellent personal computer skills and experience with standard business software.
- Ability to relate effectively to diverse groups of people from all social and economic segments of the community.